

The  
**Monterey County Progress Edition**

December, Nineteen-Fifteen



Trost Photo

Where Thousands Gather Annually to Witness the California Rodeo at Salinas. — "Ride 'em Cowboy."

**Salinas Daily Journal**

Featuring Salinas and Monterey County's Progress and Possibilities with especial  
Emphasis upon Agricultural, Horticultural, Live Stock and Dairy  
Industries and Road Building Activities.

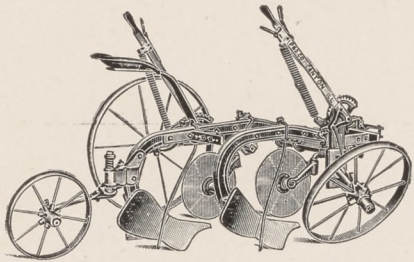


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SUPPLEMENT TO  
**THE SALINAS DAILY JOURNAL**

**NEW ROAD AND BRIDGE SYSTEM**

SOME RESULTS BEING ACCOMPLISHED WITH THE FUNDS ARISING FROM \$570,000.00  
BOND ISSUE VOTED BY THE PEOPLE OF MONTEREY COUNTY

One of the most impressive features of Monterey County's progress, as well as one of the most important ones in its bearing upon the future growth and development of the county's agricultural, horticultural, and other resources, is the splendid system of road improvements which has been under construction since last spring and which will be completed during the coming year.

Appreciating the importance of this big forward step toward the acquisition of a first class system of highways throughout the county, its vital effect upon the upbuilding of the community as a whole, and believing that our Monterey County readers especially would be interested in knowing what has been, and is being, done with the bond money voted last fall, the publishers of The Journal instructed the writer to collect data and prepare a story for this Progress Edition covering in detail the improvements made and to be made.

The data upon which this story is based was secured from the records of the County Surveyor, and other public records, supplemented by personal inspection of considerable of the work in progress, or completed, and by talking with numerous citizens residing in different portions of the county whom the writer has come in contact with in collecting the materials which make up this magazine number. Hence this is not written from the viewpoint of a Salinas man, a Monterey man, or a King City man, but the composite viewpoint of these and all other sections of this great county combined.

One of the most striking things encountered by one who digs into a subject of this kind is the general lack of information by the average citizen as to what is actually being done, or what has been done. The average citizen and taxpayer is too busy with his own private affairs to pay much attention to public affairs, even though, as in this case it is something that vitally effects the interests of the whole community. As regards this big improvement, county-wide in scope, we have found that the average man from Salinas, or Monterey, or King City, or San Lucas, or wherever he happens to hail from, is fairly familiar with what the proposed improvements in his particular locality are to be, but quite vague as to what the entire county system will include when completed, or even what it will cost.

This condition is not peculiar to Monterey County, however, but prevails throughout this big busy nation of ours. So if this story results in

spreading a little more knowledge among our citizens as to what they are getting for their \$570,000.00 and generates a little more interest and pride in a commendable public achievement that is well worthy of local pride, it will not have been written in vain.

**BETWEEN 40 PER CENT AND 50  
PER CENT OF BOND FUNDS DE-  
VOTED TO BRIDGE CONSTRUCTION,  
ON STATE HIGHWAY  
AND ELSEWHERE**

In common with other important counties in the state Monterey County will reap large benefits from the eighteen million dollar bond issue which the State of California voted several years ago for a system of state highways. About 98 miles of the Coast line of the state highway is in this county, running through the county from north to south, more than half of which is now under construction or completed and when completed the State Highway through this county will have cost about \$800,000.00.

The purpose of the bond issue last fall was to provide funds for permanent bridges on the State Highway route, as well as several other bridges needed, and to build a system of county roads connecting with the State Highway at important points and thus securing for the county the full benefit of the latter improvement. The Highway Commission required each county to build its own bridges along the route selected for the State Highway so that much had to be done anyway. We might say at this juncture that when the State Highway is completed it will be maintained by the State, thus not only giving Monterey County nearly a hundred miles of hard surface paving, but releasing the county from the heavy expenses of upkeep and repairs on this stretch of road, thus making those funds available for other permanent road construction.

One of the largest bridges provided for in the bond issue is the Soledad bridge, spanning the Salinas river a mile below Soledad. It contains 11 steel spans, is 1320 feet long and was completed some time ago at a cost of \$60,858.00.

The King City bridge is another project that will run into big money, will in fact be the most expensive bridge in the system. It will be 2800 feet long and will not be built until early spring, but a contract involving \$20,000.00 worth of protection work above the site of the bridge is now being completed. The Spreckels Sugar Co.,

who own adjacent lands are co-operating with the county in this protection work, bearing one third the cost of same.

The Bradley bridge is now being reconstructed at a cost of \$14,400.00, three new steel spans and several concrete piers being included in the improvements there.

The Nacimiento bridge, near the southern line of Monterey County is a piece of new construction now under way. It will contain four 150 foot steel spans and 500 feet of pile trestle and the contract price is \$27,000.00. All four of the above are on the State Highway, spanning the Salinas River, the route of the highway following the river for a considerable distance, and are being built on plans approved by the Highway Commission of California.

The San Lucas bridge on the San Lucas-Jolon road is also being reconstructed at this time. Two new steel spans and seven concrete piers are being put in, the contract price being \$18,000.00. Other bridge improvements in the districts south of Salinas provided for in the bond issue are repairs on the Gonzales, the San Ardo and the Chualar bridges, to cost \$8000.00, \$4000.00 and \$4000.00, respectively. The Chualar bridge is now being repaired, the other two having not yet been reached.

Taking a spin in another direction, over towards Watsonville, we find the Watsonville bridge across the Pajaro river almost completed. This is a concrete structure 420 feet long with a 21 foot roadway and a five foot sidewalk at each side of same. It will cost about \$35,000.00 and is being built jointly by Monterey County and the city of Watsonville, each bearing half the cost. Another partnership affair over that way is the Aromas bridge on the Pajaro river, otherwise known as the Tri-County bridge. It has been completed at a cost of \$6800.00, borne equally by Monterey, Santa Cruz and San Benito counties.

Another important bridge which is practically completed, or will be by the time this reaches the eye of the reader, is the Neponset bridge which spans the Salinas River near its mouth on the new Monterey-Castroville road. It contains three 168 feet steel spans and two of 120 feet each and will cost when completed about \$33,000.00.

The Carmel bridge crossing the Carmel river over on the Coast road, upon which about \$6500, will be expended in repairs and protection work, and the protection work at the Hilltown bridge near this city which has been done at a cost of about \$10,000.00, and the Garapotas and Malposa bridges on the Coast road, complete the list of



bridge improvements made and to be made out of the bond funds.

Altogether it includes sixteen projects entailing an expenditure of \$250,000.00 to \$275,000.00 when all have been completed. Let us now turn our attention to road improvements and because its the nearest to us and at the same time the largest individual project in the list we will start with the

#### SALINAS-MONTEREY ROAD

The amount apportioned to this 17 miles of highway in the bond issue was \$76,000.00. The first three mile unit, from the city limits of Salinas to the Hilltown bridge, was completed by the Granite Rock Company a couple of months ago at a cost to the county of about \$17,000.00. It is twenty feet wide, built of asphaltic oil bound macadam and is a splendid stretch of road. The extremely heavy traffic to which it has been subjected, (such, for instance, as the large number of great beet wagons weighing up to twelve tons each, which have been hauling beets to the Spreckels factory over it this fall) is a severe test of its efficiency and it has stood the test in great shape. Competant and unbiased good roads authorities claim that in this type of construction Monterey County is getting a road that in durability and service is almost, if not quite, equal to the State Highway, at about one half the cost per mile, as compared with the latter.

The second unit of the Salinas-Monterey road, a six mile strip extending from Hilltown bridge toward Monterey, is nearing completion. It is of the same type of construction, but only 16 feet wide and the contract price was \$25,000.00.

The remaining eight mile section will also be oil bound macadam and will be built early next spring, thus connecting Salinas and Monterey by as fine a highway as could be desired.

#### MONTEREY-CASTROVILLE ROAD

This stretch of road extending from Monterey to Castroville, fifteen miles, is the second largest project in the new county system. The estimated cost is \$68,000.00 and it will be constructed of oil bound macadam, fifteen feet wide, with three foot shoulders. The grading is now being done by Contractor Lou G. Hare of Salinas and will be completed early in December. The contract will then be let for oil macadam and probably by May 1st of next year this fine piece of highway will be completed, thus giving Monterey, Pacific Grove, and the other thriving cities and towns around the beautiful Bay of Monterey a long needed outlet and inlet to and from the north.

The Neponsit bridge, described in the preceding lines, is being built on this route.

#### WATSONVILLE-SAN JUAN ROAD

An apportionment of \$24,500.00 was made in the bond issue for reconstructing this 16 miles of road extending from Salinas to Watsonville, through Castroville.

There is considerable variance in the character of the soil which this route traverses, and in the treatment necessary to get the desired results, hence different methods, or types of construction are being used. The first 2¼ miles out of Watsonville has been finished. It is oil bound macadam and cost \$9000.00.

Construction is now under way on the five mile strip from Castroville through the Elkhorn Slough, which is to be water-bound macadam and to cost \$12,000.00. The balance of the funds available for this route will be expended in reducing the grades and establishing a sprinkler system.

With the completion of the three roads above noted Monterey County will have a loop drive of about 50 miles that will doubtless become very

popular with local motorists as well as tourists. From Salinas to Monterey, thence to Castroville, thence to Salinas, or vice-versa, with a splendid highway all the way, traversing some of California's richest and most productive agricultural districts as well as a scenic wonderland rivalling in magnificence and in charm the far famed Bay of Naples—our own Monterey Bay district.

#### WATSONVILLE-SAN JUAN ROAD

This nine miles of road will cost about \$21,000.00. The contract has been let for the first five miles out of Watsonville to the top of Hunters Hill, and half of it is completed, oil bound macadam being used. The balance of the road to San Juan will be put under the sprinkler system.

#### CARMEL HILL ROAD

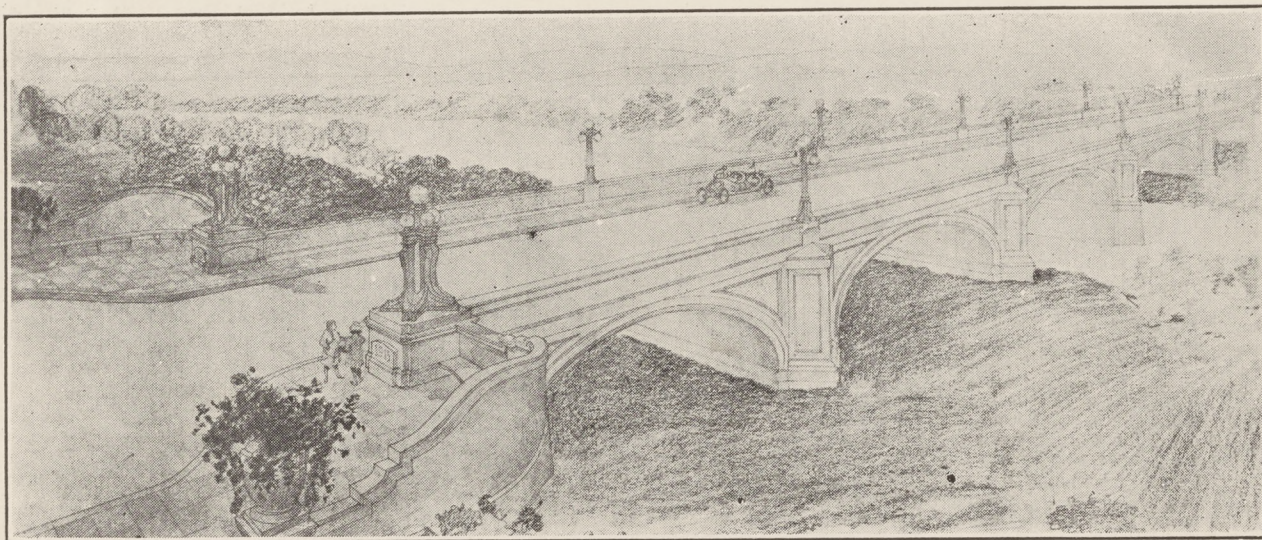
This is a six mile stretch extending from the city limits of Monterey to the famous Carmel Mission, via Carmel-by-the-Sea, and will be built next spring of oil bound macadam at an estimated cost of \$30,000.00.

#### SEASIDE ROAD

This 4½ miles of road will be built of oil bound macadam at an estimated cost of \$15,000.00, no contract having been let yet. It extends from Monterey to Seaside, one of the rapidly growing residential districts of the Bay region. Through its junction with the Monterey-Castroville road a nine mile loop drive of rare scenic beauty will be formed, one of the points of interest being the famous Hotel Del Monte with its entrancingly beautiful grounds.

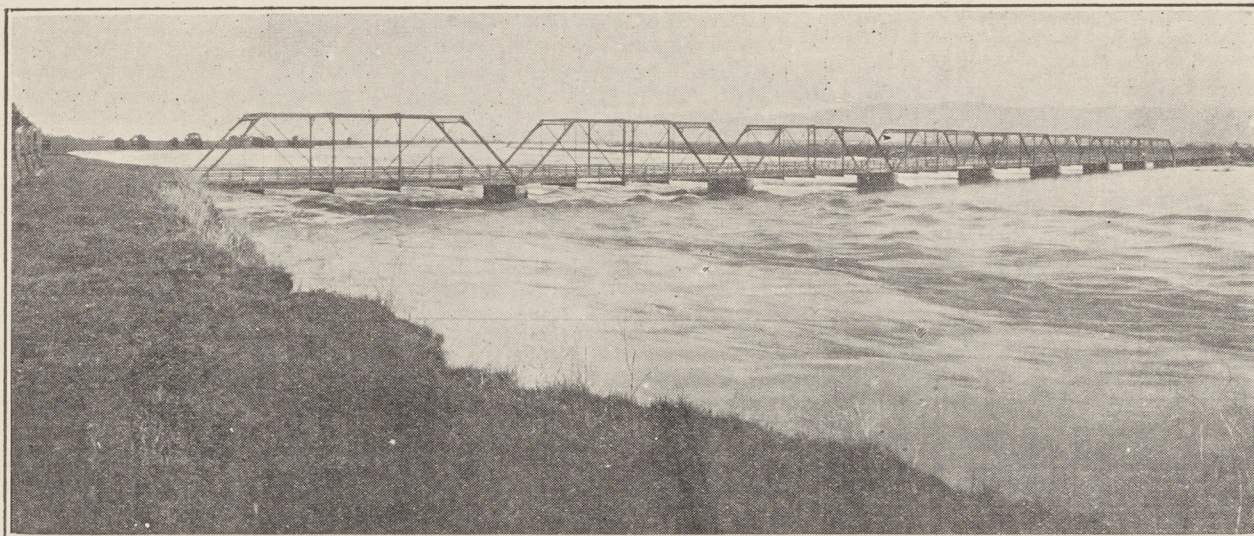
#### CARMEL VALLEY ROAD

This is a forty mile stretch extending from Hatton's Corners to Tassajara Springs upon which about \$12,000.00 is being expended, principally in



Engineer's Perspective of New Watsonville Bridge Now Under Construction. This Bridge will Cost \$35,000.00





The Chualar Bridge, Spanning Salinas River, which is Now Being Re-floored and Repaired.

widening it and protection work along the Carmel River and in cutting down grades, building culverts, etc.

#### COAST ROAD AND COAST TRAIL

The Coast road extends 48 miles south from Monterey skirting the Ocean shore, \$12,000.00 was apportioned to it in the bond issue, which is being expended principally in cutting down grades, some of which were formerly as much as 24 per cent. The stiffest grade on the route will be 12 per cent when this work is finished, and there will be only a few that are more than 8 per cent.

Altogether nearly \$20,000.00 is being expended on this road, including the erection of the Garapatos and Malpaso bridges costing \$2000.00 each. The former is a 120 ft. steel span and the latter a 205 foot wooden structure which was moved from the site of the Watsonville bridge and re-built.

The country traversed by the Coast road and Coast trail contains a world of marvelously beautiful scenery. Magnificent mountain streams, splendid redwood forests and other beauties of nature vie with each other as attractions to the tourist. Hunting and fish-

ing are also big attractions to that section, and there is probably no section of California where the angler and Nimrod can find what he seeks in such great abundance.

Last summer, in spite of the conditions of the roads, more than 400 automobile loads of hunters, fishermen, etc., used this road, and the present improvements which render that district far more accessible, will result in increasing the auto travel ten-fold. This is doubtless the fore-runner, or the initial step, in what will some day be a fine highway skirting the Ocean clear through to San Luis Obispo. The Coast trail begins where the Coast road leaves off and extends 16 miles further down the coast. During the spring about \$1000.00 will be expended in improving the trail.

#### CROSS COUNTRY ROAD

This is a new road of 13 miles extending through the Indian Valley, \$12,000.00 was provided in the bond issue for the construction of this road, which will serve a considerable number of people and connect several north and south roads. The work will be begun in the spring.

#### COALINGA ROAD

Last, but by no means least, in our list of road improvements is the so-called Coalinga road for the construction of which \$30,000.00 was included in the bond issue. This road will be 27 miles long, extending from San Lucas on the State Highway about 60 miles south of Salinas, through Long Valley and the Peach Tree Ranch to the Fresno county line where it will connect with the Coalinga road. Nine miles of the route, or that part passing through the Peach Tree ranch, is new construction, and the route has been located through the ranch. Most of the work on this road will be in reducing grades and although it will be a dirt road for the time being it will undoubtedly ultimately become a link in the State Highway lateral which will connect the San Joaquin Valley State Highway with the Coast line State Highway.

The State Highway Commission has committed itself to building a highway from the San Joaquin Valley to the coast and of the three possible routes this is the most feasible.

In fact this route was located with the approval of the Highway Commission and the co-operation of Fresno County in making it a short line to the Coast has been arranged for. This is one of the State Highway laterals tentatively agreed upon in the program of extension of the California Highway system, for which a supplemental bond issue will be submitted to the voters of the state during 1916.

When this route is taken over by the State and the highway built it will put Salinas within five hours of Fresno by automobile, and will bring to Monterey County thousands of visitors from the San Joaquin Valley every summer, eager to escape the excessive heat over there, so it is apparent that the Coalinga road is one of the most important in Monterey County's pre-



Contractor's L. G. Hare's Grading Force at Work on Monterey-Castroville Road.



sent road building activities, potentially, and as a future development, if not in the immediate present.

#### ROADS AND BRIDGES MOST DURABLE TYPE OF CONSTRUCTION POSSIBLE TO SECURE FROM FUNDS AVAILABLE

The feature that impresses one most forcibly in connection with these improvements is the permanent character of construction used wherever it was possible to do so from the funds available.

It is evident that the Supervisors and Surveyor's office have left no stone unturned in their endeavor to put into these improvements the very best of materials and workmanship, the maximum of efficiency at the minimum cost. And that they are building wisely and well. The various classes of bridges represent the highest type of modern, scientific and economical construction, and while utility and durability have been the primary considerations, the esthetic side has not been overlooked. After all, when we consider the size of the county, and its needs, the amount of money made available for road and bridge purposes by the 1914 bond issue was relatively very small, and the results being accomplished are really surprising.

The system of road and bridge improvements which the writer has described, will represent more when completed, however, than the \$570,000.00 it will have cost the county. It will represent, in addition to the cash outlay, many months of careful, conscientious work on the part of the five able business men who compose the Monterey County Board of Supervisors, and a like degree of painstaking care and fidelity on the part of the County Surveyor and his corps of assistants.

Practically everybody in Monterey County knows these men, where they live and all about them, but this "booster" number will go far beyond

the county limits, so we shall name them here. They are, Jeff L. Mann, Supervisor First District, Watsonville; H. E. Abbott, Second District, Salinas; Paul Talbott, Third District, Kings City; Wm. Casey, (Chairman) Fourth District, San Lucas; John L. D. Roberts, Fifth District, Seaside, and H. F. Cozzens, County Surveyor.

Generally speaking, every public official, city, county, state or national, is the target for more or less criticism, whether deservedly so or not. In an improvement of this kind, county wide in scope, where the needs were many and means comparatively small, it would be only the natural and expected thing if some sections were to feel that they were not receiving their share as against some other section. That is only human nature and in making our rounds we heard more or less of these criticisms.

But in most instances we found these criticisms based not on actual knowledge, but on hear-say, not on information but on mis-information. For instance, one gentleman put up an awful roar about the amount of money being spent for roads and bridges, insisted and persisted in his statement that the bond issue was for \$1,500,000.00 and would not believe otherwise.

Another man was much exercised because the Supervisors had bought a big block of State Highway bonds, using some of the road and bridge bond funds for that purpose, and he couldn't understand why they would do a thing like that, especially as somebody had told him that they paid par value for the State Highway bonds, and that they could not be sold in the open market except at a discount, which meant that the county would lose money on them when they were sold.

"What did they want to take our money and buy State Highway bonds for anyway?" this man vehemently demanded, "we voted that money to build roads and bridges with here at home, not to speculate in State Highway bonds with."

This man had a perfectly good theory only it was not founded on facts, or at least only partially so. What he did not know was that on account of the financial depression of the past couple of years State Highway bonds, drawing only 4 per cent, could not be sold at par; that the state laws prohibited these bonds being sold at less than par; hence that it was up to the different counties of the state through which the State Highway's were to be built to find or make a market for enough bonds to cover construction through their county, or else have all State Highway work stopped for an indefinite period.

What he did not know was that the Board of Supervisors of practically every other county which was to be benefitted by securing one of the State Highways bought State Highway bonds at par, put them on the market and sold them below par, in most cases immediately after buying them, charging up the loss to general expenses, and that but for such action there would have been no State Highway construction for the past two years worth mentioning. Moreover that the counties that were dilatory in taking action toward co-operating with the State Highway Commission in financing construction through their boundaries have seriously imperiled their chances of securing anything out of the \$18,000,000.00 State Highway funds, the demands far exceeding the available funds.

What this man did not know, and this is perhaps the most important point of all, was that the Monterey County Supervisors have handled their apportionment of State Highway bonds in such a manner that without delaying the work on our local road and bridge system in the least, there will be a very slight net loss on the State Highway bonds, whereas in many county's with whose affairs the writer is familiar the difference between the amount paid for these State Highway bonds and the amount received ran into quite large figures.



Salinas-Monterey Road, Between Salinas and Hilltown Bridge, Built of Oil-bound Macadam by Granite Rock Co. (Photo by Trout)



This is especially true of those who having no funds available to carry a big block of bonds, sold them as soon as they were delivered by the state officials. With a large amount of money on hand credited to the various special road and bridge funds created by our county bond issue and no immediate use for some of these funds, the natural, and business-like thing for our Supervisors to do, since they had to buy these state Highway bonds anyway, was to hold them and draw the 4 per cent interest on them, until such time as in the progress of the work, the money was needed to pay for labor, materials, etc.

This is exactly what they did and as a result of this policy the accrued interest on the State Highway bonds, purchased and carried with funds which would otherwise have been idle, together with the fact that the market for bonds has steadily improved, will just about wipe out the difference between the purchase price and the price at which the State Highway bonds are being sold from time to time as the money is needed for construction purposes.

Here and there we have found a few citizens who thought the work had not progressed rapidly enough and were more or less "peevish" on that account. Perhaps though these malcontents were not familiar with that old and true axiom, "haste makes waste." Perhaps they did not realize the tremendous amount of preliminary work involved in perfecting an organization,

the engineering problems that must be solved, and the thousand and one minor details that must be worked out before actual construction begins, and perhaps too, they did not know that according to Surveyor Cozzen's estimate the entire system will be at least 60 per cent completed on January 1st, 1916, and probably all completed by mid-summer of next year.

And after sizing up the whole situation from an unbiased viewpoint one reaches the conclusion that the improvements are being placed where they will best serve the interests of the greatest number of people, and that when completed the county road and bridge system will be an accomplishment meriting universal pride and satisfaction.

### CONTRACTOR LOU G. HARE

Is Handling Many Road, Bridge and Irrigation Contracts

About the busiest man around Salinas nowadays is Contractor Lou G. Hare, who has a number of important construction projects under way.

Mr. Hare was County Surveyor of Monterey County for about twenty years and during that period devoted such time as he could spare to private engineering and construction work.

Upon retiring from the Surveyor's Office last year he opened a suite of offices in the Salinas City Bank Building, devoting his entire time to Civil Engineering and general construction

work, and has scored a notable success.

Among the important jobs that Mr. Hare now has under way, or has recently completed, are the following: Grading the new Monterey-Castroville road; grading and macadamizing 15 miles of the splendid boulevard being built from San Francisco to Santa Cruz skirting the ocean shore. Mr. Hare's contract is in San Mateo County, from Pescadero to the Santa Cruz County line and calls for about \$30,000.

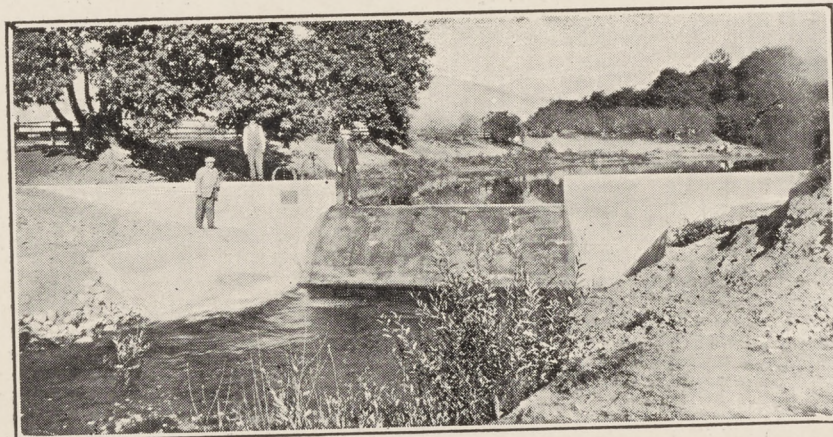
The erection of the Garapatos bridge on the Coast Road; the Hilltown jetties on the Salinas-Monterey road, and the King City jetties are other Hare contracts. The Garapatos bridge is just completed, the Hilltown protection work, which will cost about \$6000, is practically finished, and work on the King City jetties, which will cost about \$20,000, is under way.

Contracts with individuals recently completed or under way include construction of the Cholame jetty for J. R. Jack; the Paicines bulkhead on the famous Paicines Rancho in San Benito County; the Porter jetties and protection work on the Porter ranch near Blanco, etc.

Mr. Hare has several contracts under way all the time and employs about fifty men in his various construction activities. Engineering, organizing and executive ability of a high order, backed by clean, clear-cut business methods, are the primary features to which his success is attributable.

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**LOU G. HARE, Civil Engineer and General Contractor**

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SALINAS, CALIFORNIA.



## HON. W. J. HILL

FORMER NEWSPAPER OWNER, EX-POSTMASTER, EX-MAYOR, FORMER STATE SENATOR  
AND BOOSTER FOR SALINAS FOR 40 YEARS

This resume of Salinas' progress would certainly fall far short of the completeness which The Journal aims for were we to overlook the participation in community advancement and development of so notable a character as Mr. W. J. Hill, who though now retired to the enjoyment of a well earned competence, was for nearly forty years a singularly active actor in the commercial, civic and political life of the city and county.

Mr. Hill has indeed had a remarkably active life. As a young man he mined in the Cariboa gold fields and traversed the now famous Klondike Gold District in 1862, long before anyone dreamed of its wealth in gold. In 1863 we find him following the mining game in the Bear Gulch district, near Idaho City, Idaho, and in 1864 he was ranching in the Jordan Valley, twenty five miles from Silver City, Idaho. Here he took part in a battle between the settlers and the Indians which resulted in leaving 100 or more redskins dead on the battlefield. A number of the white men were killed and Mr. Hill received a bullet wound which necessitated the use of a crutch for a long time.

In 1867, when he was 27 years of age, Mr. Hill first engaged in the business which was destined to become his principal vocation—the newspaper business. Together with Henry Millard he purchased the Owyhee Avalanche at Silver City, Idaho, of which Mr. Hill became the sole proprietor in 1870. Later he started the "Daily Avalanche," the first daily paper in Idaho, printed on the first steam power press ever brought into that territory.

Through his instrumentality the 210-mile telegraph line was built from Winnemucca, Nev., to Silver City and Mr. Hill's telegraph service for his paper cost him \$300 a month.

While in Silver City Mr. Hill was elected County Clerk, Sheriff and Tax Collector respectively, these offices coming to him as a Republican candidate in a county that was strongly Democratic.

In 1876, when the mining boom in Silver City collapsed, Mr. Hill sought other fields for his activities and it was then that he located in Salinas.

Purchasing the Salinas Index, which had been established by M. Byerly four years previously, he owned and conducted the same continuously for a third of a century, or from 1876 to 1909, when he sold the paper.

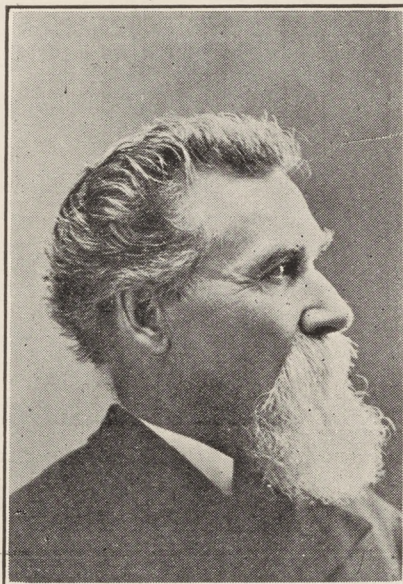
Published originally as a Weekly, the Index was changed to a daily by Mr. Hill in 1896, or rather a daily was launched in that year and operated in connection with the weekly. Here again Mr. Hill's progressive spirit, the quality of leadership which has been so notable throughout his life, was evidenced. He installed the first steam power press in Monterey

County, and when the daily edition was launched he installed one of the first, if not the first, linotype machines used in any small city in the State.

Under Mr. Hill's ownership and management the Index became a power for good in the growth and development of Salinas and the Salinas Valley. It championed the cause of progress and fostered every movement for the upbuilding of city and county and to promote the best interests of the whole people.

A keen and forceful writer, capable of expressing his thoughts in clear, concise English, and of presenting his facts in a logical manner, Mr. Hill's editorial utterances carried great weight with the readers of his paper.

A man of strong convictions and the courage to back his beliefs to the limit, there was never any doubt as to



HON. W. J. HILL  
(Photo by Trout)

where he stood upon questions of public interest. He was in no sense an opportunist, seeking to find the popular side of a public question and line up his paper with that side. On the contrary he came out boldly for what he believed was right and, while he doubtless made mistakes, since no man of action is entirely free from error, even those who disagreed with him were willing to admit that he was actuated by the purest of motives; that he did not vacillate, or temporize, and that he was always ready to accept the full responsibility for his actions and utterances. Hence he and his paper had the respect and confidence even of those who differed with him upon questions of public policy.

The same condition applied to Mr. Hill's administration of the public of-

fices which he has so acceptably filled. Few, if any, present day residents of Salinas have been so signally honored by the suffrage of an admiring constituency as he, thus showing the universal confidence and esteem in which he was, and is, held.

For three terms Mr. Hill served the interests of this district and served them well as a member of the State Senate. For many years he was Mayor of Salinas City and in the spring of the present year he closed his third term as Postmaster, his son William C. Hill, having been his chief assistant.

Now, in his seventy-fifth year, with mental faculties as active and alert as ever, Mr. Hill and his good wife, a native daughter of the Golden West, whose maiden name was Miss Belle Peck, distinguished as the first child of American parents born in the city of Stockton, are taking things easy in their handsome, cozy home in Salinas; but, even though he has retired from active business pursuits, Mr. Hill still takes a keen interest in matters affecting the advancement of Salinas, the city where he has lived and labored so long and with such telling effect.

## MAT WILLIAMS

Who is a Very Successful Salinas  
Agriculturist

In selecting a few of the leading agriculturists and stockmen around Salinas for publication in this Progress Edition of the Journal; a limited number of those who are most representative of conspicuously successful ranching operations, the name of Mat Williams would naturally be included.

A successful career such as that of Mr. Williams indicates that there were and are good opportunities here, but after all it is the man who can see the opportunities and grasps them, who has the courage to back his judgment, who makes a success of any business, be it ranching, mercantile, manufacturing, or banking.

Mr. Williams land holdings, located in several different tracts, are highly developed and improved.

One of his principal activities has been dairying and he developed what is probably the largest dairy ranch in Monterey County, also achieving much success as a cheese manufacturer.

Being now in his 80th year Mr. Williams naturally is not as hard a worker as he used to be, but he is a remarkably active man for his years at that.

A highly interesting social event was the recent celebration of Mr. and Mrs. Williams Golden Wedding on October 18, 1915 and the high regard in which they are held in the community was fittingly attested on that occasion by the presentation of a magnificent gold serving tray, the gift of more than 100 of their friends and well wishers.



## JUDGE JOHN K. ALEXANDER

MONTEREY COUNTY'S "GRAND OLD MAN," HAS BEEN AN INFLUENTIAL FACTOR IN THE PROGRESS OF CITY AND COUNTY FOR THE PAST 41 YEARS

A comprehensive resume of Salinas and Monterey County's progress and achievements such as The Journal purposes to make of this Progress Edition would fall far short of the completeness desired were we to overlook the participation in community affairs of so notable a character as Hon. John K. Alexander. We occasionally read of "self made" men; men who by the exercise of indomitable will power, by freely burning the midnight oil, and under the spur of lofty ambition, have prepared themselves for their chosen profession and risen to high rank in that profession.

Strictly speaking Judge Alexander is a self made man.

Let us briefly trace his career from boyhood. At the age of fifteen we find him attending the public schools of Sacramento City, having just arrived with his parents from his native state of Mississippi. This was in 1854. At eighteen we find him working in the mines of Calaveras County earning money with which to continue his studies.

After one year in the mines we find him back in Sacramento attending High School where he graduated at the age of 21. Then followed a term as vice-principal of the school during which time he was again "burning the midnight oil" delving industriously into legal lore, preparing to become a full fledged disciple of Kent and Blackstone.

After two years of this close application in the law office of Geo. R. Moore, and later in the offices of Harrison & Estee, we find him taking the bar examination and being admitted to practice in the Supreme Court of California at the age of 23. This was on October 7th, 1862.

Then followed several years of active practice of his profession in Sacramento, being in partnership until the death of the latter with his former preceptor, Mr. Moore.

In 1870, at the age of 31 we find John K. Alexander elected District Attorney of Sacramento County and history records that in the discharge of the duties of his office he was a terror to evil-doers and a fearless prosecutor.

At the close of his term of office Mr. Alexander, whose health had become impaired, took a long rest, returning to the scenes of his boyhood in old Mississippi.

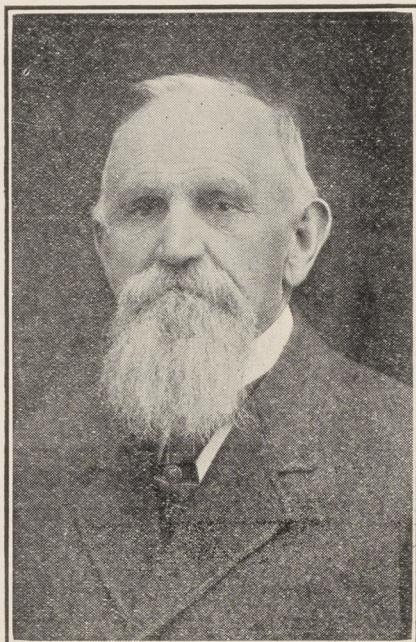
Upon his return to Sacramento, he formed a partnership with Hon. A. C. Freeman, the eminent lawyer, writer and compiler, but his health required that he seek a more genial climate this partnership was dissolved in 1874 and John K. Alexander came to Salinas and established himself in the practice of his profession.

Soon recovering the full vigor of health under the influence of the splendid climate of this valley Judge Alexander immediately projected himself into the progressive business, social

and civic life of this city and county.

His thorough knowledge of the law was soon recognized, and in a short time he had built up a good practice. We might say at this juncture that throughout his long career as a practicing attorney in Monterey County, which with the exception of two terms as Superior Judge, has covered a period of 41 years, John K. Alexander has always stood for the highest ideals in the legal profession.

He has always stood for exact justice rather than legal subtleties, or taking advantage of technicalities which while perfectly legal could easily result in an injustice being done one or the other of the parties to the litigation.



JUDGE JOHN K. ALEXANDER (Trout, Photo)

As we all know this attitude on the part of an attorney is somewhat unusual.

As a general thing when a prospective client walks into an attorney's office with a grievance, real, or perhaps in part at least imaginary, against some one and when in the heat of passion the client wants to institute legal proceedings forthwith, he finds the attorney ready to take his case, fight it to a finish and win it if he can.

Communities are sometimes disrupted, life long friendships dissolved, and large financial losses incurred by both parties to litigation in cases where all this could have been avoided and an amicable adjustment made had one or both the attorneys given the prospective client a little cool, calm, dispassionate advice. Pointing out something of the other fellows side of it, and counseling patience and more mature consideration before plunging

headlong into the courts.

Such a policy, if generally pursued, would result in the loss of many a fat fee for the attorneys to be sure, and an immensely decreased amount of business for the courts.

The maintenance of such a policy throughout his career as a member of the bar by John K. Alexander has undoubtedly resulted in the avoidance of much litigation, the loss of many fees for himself, to the immeasurable profit, and advantage of the prospective litigants and the community as a whole.

But on the other hand the high minded principles of rigid honesty, integrity and even-handed justice which have actuated Judge Alexander's life, have brought to him the unanimous confidence, esteem and respect of the public, the highest official position within the gift of the people of Monterey County and a liberal measure of financial success. For it was recognition of these fundamental principles, of his superior ability and peculiar fitness for the position that caused the people of Monterey County to place him in the Superior Judgeship in 1879, when he had been a resident of the county but five years.

Nominated by the Democratic county convention, he was also urged to accept the nomination by 100 of the best citizens of Monterey County irrespective of political affiliations, and endorsed by the Republican party. In 1884 he was re-elected on the Democratic ticket, although county and state were largely Republican.

In his administration of the affairs of the Superior Court Judge Alexander made a record of which any man might well be proud. He was careful, methodical, yet a man of despatch. His charges to juries were masterpieces of logic and clear, concise English, and that his decisions were well buttressed by law and founded upon principles of justice is shown by the fact that notwithstanding scores of important cases decided by him were appealed to the Supreme Court his judgment was almost invariably affirmed.

His charge to the jury in the murder trial of The People vs. Iams, which is given in full in the California reports, is considered a very able legal paper and was highly complimented by the Supreme Court in affirming his decision. His charge to the jury in the case of E. T. Simmons vs. Pacific Improvement Co., a \$100,000.00 damage suit, is considered one of the ablest statements of law on the subject of Probable Cause that ever emanated from an American jurist.

After the separation of San Benito County from Monterey County Judge Alexander served with great wisdom, tact and discretion as a member of the commission which adjudicated the indebtedness of the two counties.

In July 1888 in recognition of his peculiar fitness and notable attainments the degree of L. L. D. was con-



ferred on him by the Los Angeles University.

Two years ago Judge Alexander represented this district in the State Legislature, accepting the nomination only after much urging by his friends. The vote was a splendid tribute to him, especially as he made practically no canvass.

Out of 6152 votes in Monterey County he received 3734, a majority of 1316, while in San Benito County he received 1077 votes out of a total of 1850, a majority of 304 in that county, and a majority altogether of 1620.

Today, at the age of 76 Judge Alexander is physically and mentally a remarkably active man for his years.

As above noted he is still actively practicing his profession, and this, together with his other business interests, which include the position of Vice-President and Director of the First National Bank and the Salinas Valley Savings Bank, keeps him comfortably busy. But he always has the time, or will take the time, to do a public service, to do something that



Judge Alexander's home on John St. (Photo by Trout)

will redound to the advancement and upbuilding of Salinas and Monterey County.

Fraternally he is Past Master of Salinas Lodge No. 204, F. & A. M. and

Past High Priest of Salinas Chapter No. 59, R. A. M.

He is indeed Monterey County's "grand old man" the possessor of the universal esteem of our citizenship.

## A PROSPEROUS COMMUNITY

EVIDENCED BY THE SPLENDID GROWTH OF TWO FINANCIAL INSTITUTIONS, THE FIRST NATIONAL BANK AND THE SALINAS VALLEY SAVINGS BANK

As an impressive illustration of the sound financial position of Salinas and its tributary country; an illuminating example of the growth and advancement and wealth of the community and a most convincing and conclusive "boost" for same. The Journal man has found nothing more impressive, more convincing, more conclusive, than the showing disclosed by the statements of the First National Bank of Salinas, and its affiliated institu-

tion, the Salinas Valley Savings Bank.

We shall not attempt to go into a detailed recital of the progressive policies which have brought these affiliated institutions to their present position of pre-eminence in the Monterey County banking field.

It may be taken for granted that by no other means than clean, capable, sound and progressive management could the confidence, good will and patronage of the public have been earned

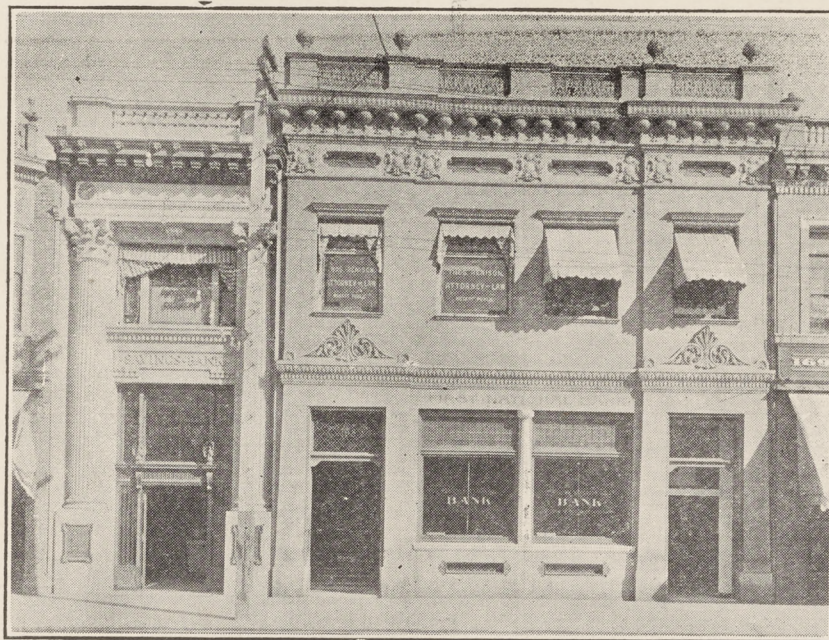
to such a degree as the statements of these banks proves they enjoy.

The combined gross resources of the two banks have averaged throughout the past year over \$1,600,000.00, the largest combined resources of any bank in the county.

The combined Loans and Discounts average \$1,150,000.00 with bonds, warrants and similar securities on hand to the amount of \$165,000.00. This means that more than ONE AND ONE QUARTER MILLION DOLLARS of the resources of the affiliated banks are devoted to the upbuilding of this section in the way of well secured loans to farmers, merchants, stockmen, etc., and in real estate mortgage loans.

The combined deposits average \$1,350,000.00, of which \$690,000 is represented in savings deposits in the Salinas Valley Savings Bank drawing a liberal rate of interest for the depositors, while the balance is made up of individual deposits subject to check, demand and time certificates, etc. This means that the people of Salinas and Monterey County have more than ONE AND A QUARTER MILLION DOLLARS surplus funds deposited in these two banks alone. A nice little boost for Salinas, what?

Altogether the condition of these institutions tells a story of individual and community progress and prosperity in Salinas and vicinity that proves this to be one of the richest districts in the Golden State in proportion to population, a story that reflects the highest degree of credit alike upon the community and the banks themselves.



Home of FIRST NATIONAL BANK and SALINAS VALLEY SAVINGS BANK  
(Photo by Trout)



## SALINAS AND VICINITY

OFFER AN INVITING FIELD FOR THE NEWCOMER OF LARGE OR SMALL MEANS, THE HOMESEAKER, INVESTOR AND LAND DEVELOPER

(By W. F. Handley, Secretary Chamber of Commerce)

Salinas is located on the main line of the Southern Pacific Railroad, 118 miles south of San Francisco.

It is an incorporated city of 4500 inhabitants, the county seat of Monterey County and one of the wealthiest for its size in the state. Commercially its situation is ideal, as it is served by two railroads, and at Moss Landing, ten miles distant coastwise steamers land and discharge freight.

Salinas, in common with many California cities, is a town of beautiful homes, each enhanced by the wealth and profusion of its floral setting; the streets are well paved and lighted and the county roads are far above the average, being for the most part surfaced with crushed rock or oil dressed, while the state highway is being rapidly pushed toward completion.

Two public parks aid materially in making life pleasant for the children and adults of Salinas.

Salinas possesses a handsome and commodious court house, city hall, free library, opera house, eight church

buildings, numerous fraternal halls, armory and a fully equipped and up to date hospital accommodating twenty-five patients, built by Mr. James Bardin at a cost of \$40,000. This institution is designed to be self-supporting

only and is a striking tribute to the generous public spirit which prompted its erection.

Four banks, each showing a satisfactory annual report and having resources aggregating \$4,500,000, guard the financial interests of the community.

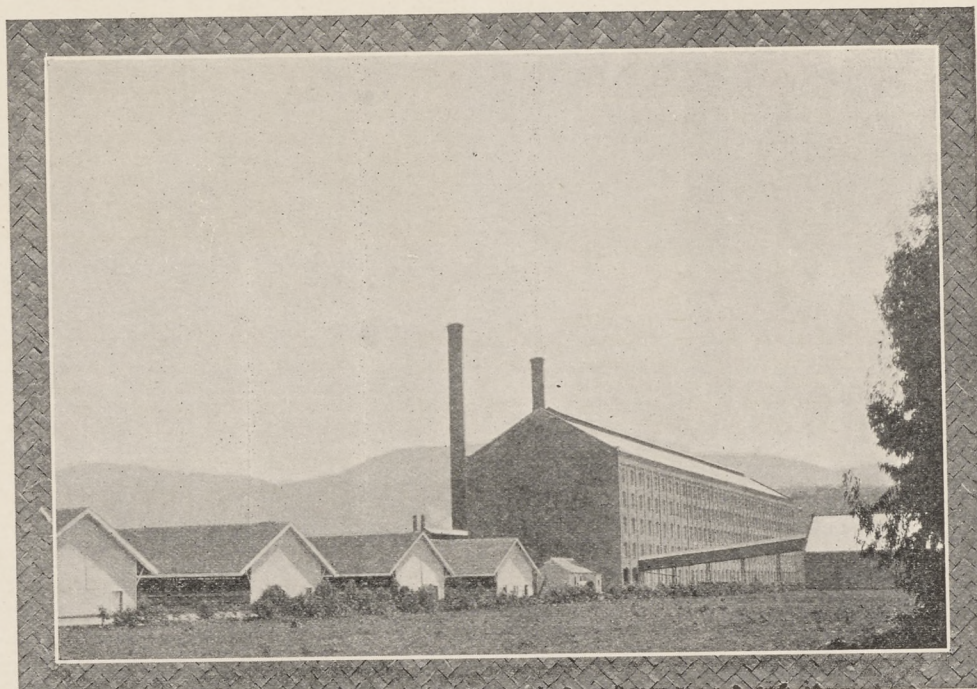
Manufacturing industries consist of creameries, brewery, ice plant, planing mills, etc.

There are several good hotels and garages, large department stores, business blocks and office buildings, opera house etc.

Ample fire protection is afforded by the motor apparatus recently installed.

Climatic condition of Salinas leave little to be desired. There is an average of 290 sunshiny days per year while the mean temperature is 56.3 making a favorable comparison with the most vaunted health and pleasure resorts of this continent and the south of Europe.

The mild and tempered coast breezes which daily course through the Salinas valley dispel any vestige of malaria and make delightfully cool nights



Largest Beet Sugar Factory in the World is at Spreckels, near Salinas (Sunset Photo)



Salinas Burbanks are Famous Everywhere, \$1,500,000 worth are shipped from the Valley Every Year. (Sunset Photo)



that bring to the tired worker that refreshing and invigorating sleep which is nature's own best tonic. The rainfall is ample and rarely excessive,

the annual precipitation is generally sufficient to insure the farmer a remunerative crop. During the past ten years the government reports show

that 15.10 inches per annum was the average for Salinas and vicinity.

A unique feature, pertaining to Salinas is the yearly celebration of her "Big Week and California Rodeo." The last week in July is usually selected for this spectacular event which is a portrayal in its fullest details of life on the range during the early days of California. Hundreds of the best roughriders, vaqueros, ropers, bronco busters, and cow punchers from all over the country assemble at Salinas to take part and to compete for the valuable prizes offered.

The gaily decorated streets are thronged by day and night with a motley and picturesque crowd well sprinkled with descendants of the original Spanish and Mexican owners of the land; the music of brass bands enliven the proceedings by day and the softer tinkle of the guitar is heard after dusk.

The Rodeo features are a source of wonder and delight to visitors unaccustomed to them, for here some of the best horsemen in the world display their skill and risk life and limb to make or hold reputation for bull-dogging steers, bull riding, wild horse racing, outlaw riding, etc. Street dances, parades, etc., afford entertainment in the evenings and the last night is devoted to a gorgeous pageant called the "Colmado del Rodeo" followed by a grand ball.



Field of Sugar Beets near Salinas.

(Sunset Photo)



Herd of Armstrong Cattle Company's Beeves Being Fattened on Beet Pulp.

(Sunset Photo)



Salinas is fortunate in possessing an unusually fine Union High School, the graduates of which are accredited to the Universities of California. Schools of the lower grades are also excellent.

The city is well served in the matter of gas and electric lighting and has an abundant supply of pure water furnished from deep wells.

Farming possibilities on the ranch lands adjacent to Salinas are equal to any on earth. Monterey County is one of the principal grain producing sections of the state, the valuation of the cereal crops being \$1,695,000.00.

The rich alluvial soil which predominates in the neighborhood of Salinas is eminently adapted to the cultivation of the potato and in raising the celebrated "Salinas Burbank" our farmers excel the world—some five thousand acres are now devoted to their culture, bringing annual returns of over \$1,500,000. An average yield is from seventy-five to eighty sacks to the acre, weighing 125 pounds, and with intensive farming methods this yield could be increased two fold. Mr. M. F. Martin, on his ranch three miles from Salinas harvested 5600 sacks from thirty-eight acres, an average of 155 sacks to the acre—this crop was sold for \$11,000, an average of \$289 per acre. James Bardin reported over 400 sacks on a single acre near town.

Onions are money makers, yielding five tons and over to the acre.

Sugar beets are an important crop here, netting to the producers over \$1,000,000 annually. As high as twenty to twenty-five tons to the acre have been obtained, although a fair average is about fifteen tons. With this yield, at an average price of \$5.50 per ton delivered at the railroad, the farmer receives, gross, \$86.50 per acre. Expense of raising varies somewhat, but \$36 per acre is a fair estimate, which leaves a net profit of \$46.50 per acre.

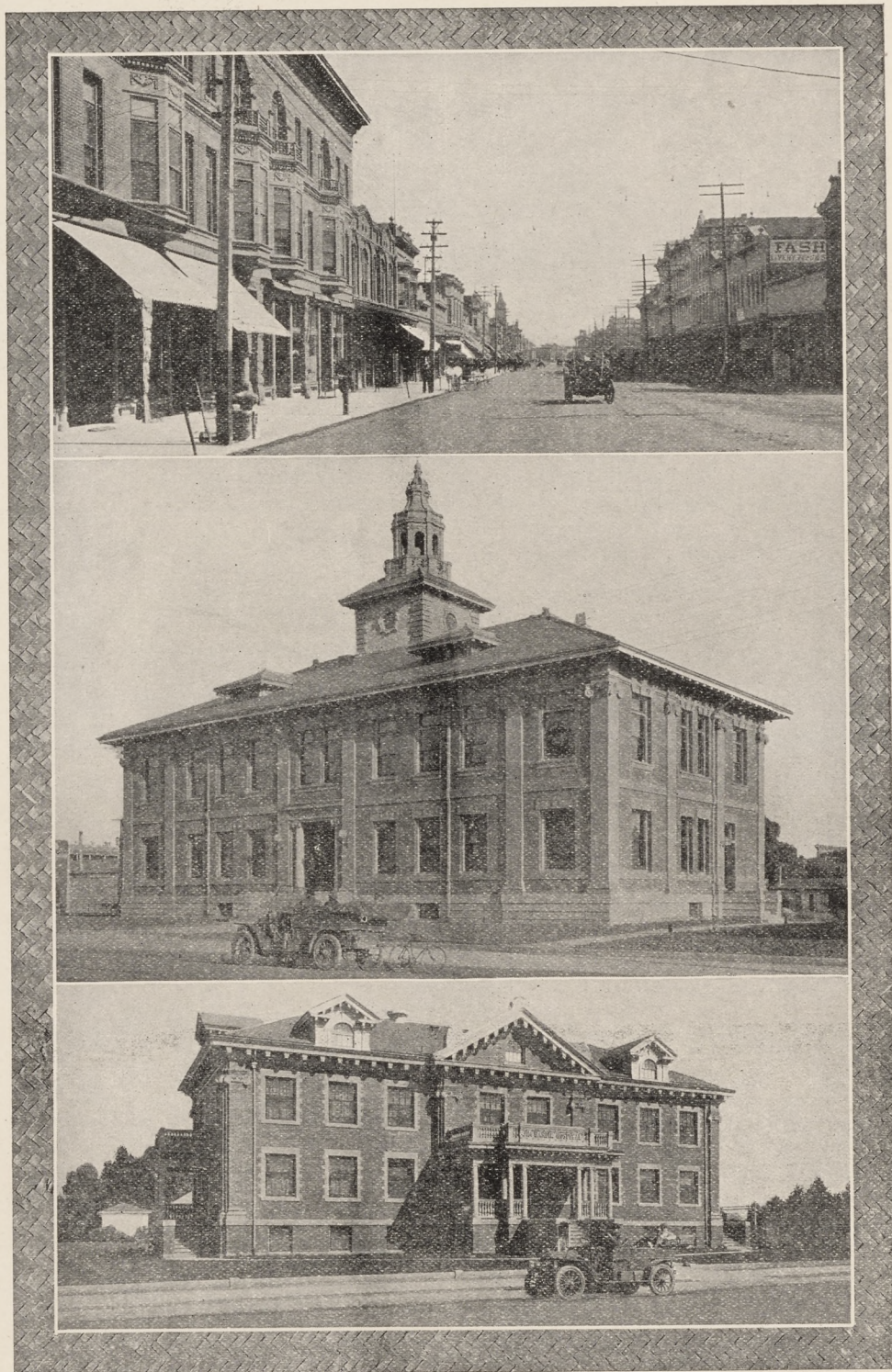
Beet growing has a three-fold benefit to the producer—a direct revenue from the beets, a beneficial effect on the land itself, and a valuable cattle food in the beet tops. The largest sugar beet factory in the world is located at Spreckels, near Salinas. It employs 700 men and handles about 200,000 tons of beets annually. After

the sugar has been extracted, the pulp is used for fattening cattle, and about 75,000 tons is annually used for this purpose.

Beans, of the small and large white, pink and red varieties, do well near Salinas, and a large acreage is devoted to them with most satisfactory results to the farmer. On the lighter upland soils the average yield is about twelve

bags to the acre, which, at 4 cents per pound, gives the grower \$43.20. On the richer bottom lands the yield is heavier, running about seventeen bags, which should bring the grower \$61.20 per acre.

With a constantly growing acreage under irrigation, dairying is becoming more and more a marked feature in the environs of Salinas—cream is de-



Main Street Salinas.

Jim Bardin Hospital

City Hall.

(Sunset Photos)



livered at the Salinas Creamery, or at Castroville a few miles distant, and dairymen report results as highly satisfactory.

The irrigation outlook is very encouraging to intending settlers on small tracts, for the depth to surface water is comparatively shallow, averaging 10 to 40 feet, and in wide areas the maximum is about 20 feet. Electricity is available, a power line already traversing the county in many directions.

The rolling and mountainous country flanking Salinas on the east and west is mostly devoted to grazing and stock raising and many fine herds of beef cattle are domiciled there and return a princely income to the cattle men. With beef at present prices this is a very remunerative occupation.

Salinas has for years been noted for its fine horses, both draft and driving stock, and the names of several are well known on the various race tracks.

Mules are raised in considerable numbers and bring good prices.

The hog industry has of late years engaged the attention of many local ranchers, and where the stock has been well selected profitable results have been secured.

Poultry farming is both pleasant and profitable in our Salinas climate. Without extremes of heat or cold housing the chickens is less a problem here than in many sections and mortality among young chicks less. The San Francisco market is only one hundred miles distant and transportation is cheap and rapid, making highly satisfactory conditions for the poultryman, when it is known that this entire state produces only one-half of what



Bean Threshing near Salinas

(Sunset Photo)

it consumes.

Like many other California cities, the growth of Salinas has, in the past, been considerably retarded by the holding of vast areas of the adjacent lands by individuals, consequently their full productive possibilities were not developed nor were they appreciably improved. Of late, however, the owners of large tracts are yielding to the inevitable, and many of them are cutting up their unwieldy holdings and disposing of them in small farms to settlers which will rapidly add to the wealth and prosperity of the city and county.

There are fine opportunities within ten miles of Salinas for the home-seeker—good land is now to be had at reasonable prices and the intending settler would do well to make a personal inspection, or if that is not convenient, write the Secretary of the Salinas Chamber of Commerce who will promptly furnish any desired information.

## BUFFALO BREWING CO.

Operates Branch of that Famous Beer in Salinas

Another progressive Salinas business establishment which must not be overlooked in this Progress Edition of The Journal is the local branch of the Buffalo Brewing Co.

To better care for its trade in this territory and in recognition of Salinas' strategic location as a distributing point the Buffalo Brewing Company, whose plant at Sacramento is rated as one of California's largest and most modern Breweries established a local branch some ten years ago. Five men are employed in the local branch, which supplies their Salinas trade and ships south as far as King City, as well as supplying several other towns adjacent to Salinas.

The Salinas branch is equipped with a modern bottling department and is supplied direct from the Brewery, the beer being shipped here in 30 gallon kegs or barrels in carload lots, all bottling being done here.

The product of the Buffalo Brewing Co., famous throughout California for its high quality and purity, is equally popular in the Salinas territory, and the local branch has built up a flourishing business.

Mr. A. Siewierski is in charge of the local branch having been connected with the company for the past five years in various capacities. He keeps in close touch with the trade and at regular intervals one of the company's traveling men also calls on the local trade.



Some of Our Famous Strawberries Patches

(Sunset Photo)

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## THE CHURCHES OF SALINAS ARE DOING EFFECTIVE WORK

Cities, like men, can not live by bread alone. The history of no community is complete unless it tells of more than the wealth of undeveloped resources, of more than its commercial and business life and activity, of more than its homes and schools. For every community needs something besides all this. It needs something greater than all this—greater even than education and culture and happy home life. Invariably one thinks and asks of its religious organizations and of their influence. "And what of the churches?" "What churches are to be found in Salinas and what is their influence and importance in the community?"

For all who are seeking a new home are interested in these things. And all who are making a choice of a city or town in which they expect to live

whether or not they are adherents of any church organization, are anxious to know something about those organizations which are everywhere recognized as the most prominent factors in developing and maintaining a high standard of citizenship and in conserving the best interests of the social life and home life of the community.

Since no one cares to establish a home apart from these influences, or at any rate the kind of people we seek to attract, would not care to do so, it is therefore important to set forth something of the churches of Salinas.

Yes, there are churches here, and they have become a power for creating and promoting the moral and spiritual life of the community, in turning the attention of the people to the higher and nobler things of the spiritual life.

The Salinas churches are well organized and are doing an effective work. They are exerting a strong influence for the education and inspiration of the community for things moral and spiritual.

Among the churches represented in Salinas are the following:

GABILAN STREET METHODIST EPISCOPAL CHURCH, S. J. Hocking, Pastor.

UNITED PRESBYTERIAN CHURCH, Rev. Geo. McCormick, Pastor.

FIRST BAPTIST CHURCH, Rev. Albert E. Patch, Pastor.

ST. PAUL'S EPISCOPAL CHURCH, Rev. W. A. MacClean, Pastor.

M. E. CHURCH SOUTH, Rev. J. W. Taylor, Pastor.

ENGLISH LUTHERAN CHURCH, Rev. Harter, Pastor.

THE SACRED HEART CATHOLIC CHURCH, Father Browne.

## TROUT'S PHOTO STUDIO

ONE OF THE BEST EQUIPPED AND MOST POPULAR ENTERPRISES OF ITS KIND IN MONTEREY COUNTY

Most of the views and portraits shown in this Progress Edition of The Journal are from the Photo Studio of H. G. Trout at 240 Main Street, Salinas, and they speak for themselves.

The writer has had occasion in the past six or seven years to become familiar with the equipment and the product of leading photo studio's in many cities and towns on the Pacific Coast, and has found in no city of Salinas' size, or double its size for that matter, a more modernly equipped studio than that of Mr. Trout, or one turning out a higher grade of work, both in portraiture and view work.

Evidently the writer's opinion is shared by most of the residents of Salinas and surrounding country for Trout's Studio is recognized as the leading and most popular business of its kind in Monterey County.

Mr. Trout has had thirteen years experience in photography. He learned the business in the Studio which he now owns, having been an employee of Geo. Butler for about five years, and in 1907 bought the latter's business, which he has operated with commendable success since that time.

His handsomely appointed display reception and operating rooms on the second floor of the Nance Building at 240 Main street contain every modern appliance and facility for prompt and satisfactory service, plus a very earnest desire on the part of Mr. Trout to give just that kind of service.

A feature of the business worthy of mention here is that a careful register and filing system of all negatives is kept, with the result that thousands of negatives, covering a period of seventeen years, are available upon a moments notice for those who want prints from same.

Mr. Trout is not simply a photographer, but in the strictest sense of the word, is an artist. The character,

personality and individuality put into his work produces results which please and satisfy the most discriminating



H. G. TROUT

tastes, and this, together with the fact that he attends very closely, diligently and energetically to his business has made his commendable success possible.

Dependability, or in other words, the positive assurance that one's orders will be promptly, efficiently and satisfactorily executed, is quite as desirable

and necessary an essential to permanent success in this business as in any other, and in these features, as well as many others, Trout's Studio excels.

## JOHN SOUZA

One of Salinas' Leading Grocers and President of Chamber of Commerce

The opportunities for achieving commercial success in Salinas when the character of the goods, service, and management is such as to merit it, is fittingly illustrated in the splendid business that John Souza has built up.

Eleven years ago Mr. Souza established a modest Grocery store at 352 Main Street. Two years later, or in 1906, he moved into his present store at the corner of Main and San Luis streets, a 50 x 125 foot structure which was erected especially for his purposes.

The business has grown steadily and consistently and here is found a large stock of the purest, freshest, most appetizing of everything in the way of staple and fancy groceries, fruits and vegetables. Courteous, efficient and accommodating clerks, prompt deliveries, the lowest prices consistent with high quality goods, plus the painstaking personal attention of the proprietor to the end that every patron may be thoroughly satisfied, are distinguishing characteristics of this business.

Thus we have an example of commercial progress most commendable, for everybody must buy groceries somewhere and anything that tends to improve the quality and increase the quantity available for a stated sum, is of advantage to the entire community.

In matters of community advancement and interest Mr. Souza is equally progressive. He is President of the Salinas Chamber of Commerce, and devotes valuable time to the work of that live booster organization. He is a native son of Salinas and strong for anything that will make for the progress and advancement of this city and county.



## SALINAS CREAMERY COMPANY

IS A PROGRESSIVE MANUFACTURING INSTITUTION CONTRIBUTING  
LARGELY TO COMMUNITIES PROSPERITY

A local manufacturing institution which contributes in substantial degree to the progress and prosperity of Salinas, hence is entitled to more than passing mention in this Progress Edition of The Journal, is the Salinas Creamery Company, whose modernly equipped plant is located at Menke & San Juan Streets.

The Salinas Creamery Company was established about ten years ago and has built up a business which extends pretty well all over Monterey County. Enlargements of the plant and facilities have been made from time to time and the company has kept full pace with the growth of the dairying industry. Through its policy of fair and equitable treatment toward the dairymen, paying the highest prices that the market will stand for their products, and co-operating with the producers in every way for their mutual advantage, the Salinas Creamery Co. has in fact been instrumental in promoting the growth of the dairying to a marked degree.

From 250,000 to 300,000 pounds of butter fat is handled by the plant annually, which means that they pay to the dairymen of the county from \$75,-

000 to \$100,000 a year. Cream is received not only from Salinas and vicinity but is shipped to the local plant from Gonzales, Chualar, San Miguel, King City and other points.

Everything at the creamery is the embodiment of cleanliness and sanitation, and their "Golden Rod" butter enjoys a popularity second to none with all consumers who appreciate a high class article. The most of their butter finds a market in this county, in Salinas, Monterey, Pacific Grove and other towns of the county, it being necessary only in flush seasons to ship surplus products to the San Francisco markets.

The officers and directors of the company are all well known local men, prominent in business and financial affairs. They are as follows: Arthur Hebbroon, President; D. McKinnon Vice President; Chas. J. Whisman Secretary. The Directors are Messrs. Arthur Hebbroon, D. McKinnon, E. Hitchcock, J. H. Menke and E. P. Alexander.

The manager, Mr. A. Madsen, has occupied that position for nearly five years, is a highly qualified and well experienced creamery operator, whose best efforts are devoted to improving the service in every department.

Mrs. Ora Hanam, Treasurer; who with the addition of Mrs. John Parker and Mrs. Ashley Walker form the Advisory Board.

## TROOP "C" N. G. C.

An Organization Which Merits Pride  
of Salinas People

Troop C is something Salinas should be proud of. It is a great benefit to the young men of the town. For besides a knowledge of drilling and handling of guns, they are taught many other things, handling and feeding from rules laid down by the greatest horsemen of America. The art of walking, accuracy of observation, and sanitation are all taught.

The troop was organized August 5, 1895 and its first Captain was M. J. Burke. The other officers were: First Lieutenants, John L. Matthews and Fred W. Winham; 2nd Lieut., Frank M. Vierra.

At the time of its organization there were 89 men enrolled and since that time 350 have been drilled. Captain Burke remained in command until 1902 when Capt. Fulle took charge and he was succeeded by Capt. Arnold Thomsen in April 1914. The first Lieutenants were E. Dougherty and E. J. Hardy. Second Lieuts. have been Thos. Ryan, J. P. Nichols and G. C. Tholcke. The present organization consists of Capt. A. S. Thomsen. First Lieut. E. J. Hardy and Second Lieut. G. C. Tholcke and 55 men.

Few people in Salinas realize the amount of money Troop C brings into the community. There is a monthly allowance of \$200 per month. At the annual encampment \$1000 is spent for hay and horse hire. Besides, there are other small appropriations which bring the total amount expended in Salinas to about \$4000 per year and in the 20 years that the troop has been in existence, this will amount to around \$80,000.

The equipment consists of a 1000 yard rifle range on the Hebbroon place and an indoor range and six U. S. Cavalry horses to teach the men equitation.

Each enlisted man's equipment consists of three complete suits, overcoat, sweater, shelter tent, two blankets, bed sack, water-proof slicker, mess kit, canteen, bridle and saddle complete. He is armed with a Springfield rifle, an automatic Colt's .45 caliber pistol and a sabre. Then there are belts, first aid packet, curry comb and brush, watering bridle, nosebag, lariat, and emergency rations.

In addition to the personal articles, the troop carries five conical tents, eight wall tents, complete kitchen, saddlers, farriers, horseshoers and armorers outfits. Tools and picket ropes for stable use and two four horse field wagons with canvass covers. The total valuation of this equipment is \$15,000.

## WOMEN'S CIVIC CLUB OF SALINAS

AN ORGANIZATION THAT IS ACTIVE IN THE PROMOTION OF CIVIC  
BETTERMENTS AND IMPROVEMENTS

The Salinas Women's Civic Club is a particularly alert and active organization, made up of about 125 of the prominent women of the city.

It was founded about nine years ago and has had a splendid growth. One of the most important achievements of this organization was securing for Salinas our handsome Carnegie Library. The Club purchased the lot at the corner of Main and San Luis streets upon which the Library stands, at a cost of \$4000, and donated same for library purposes, also taking the initiative in securing Carnegie's co-operation and support in the erection of the handsome building which adorns this site.

The Club co-operates with the City Council and Chamber of Commerce in all matters looking to civic betterments and improvements, and has rendered valuable aid on many occasions.

In fact city officials as well as Chamber of Commerce officials say that when they enlist the co-operation and support of the Womens Club in any project it is always a winner.

The work of the organization is divided into sections, such as the Civic section, Current Events, Public Health, etc.

During the winter season the Club is holding a series of dances, which are proving very enjoyable affairs, as well as highly successful from a standpoint of financial returns, the funds arising from these dances being devoted to general work and club expenses. In January an amateur theatrical production, composed of home talent, will be put on by the Civic Club.

It is the desire and purpose of the officers and members of the organization to build for themselves a commodious club house at as early a date in the future as the finances of the Club will permit such an undertaking, and they are working toward that end.

The present officers of the Civic Club are: Mrs. L. H. Garrigus, President; Mrs. J. B. Porter, 1st Vice-President; Mrs. J. H. Andresen, 2nd Vice-President; Mrs. Richmond Wheeler, 3rd Vice-President; Mrs. Geo. Lacey, 4th Vice-President; Mrs. H. F. Kenworthy, 5th Vice-President; Mrs. H. B. Burns, Recording Secretary;



## THE RELIABLE SHOE STORE

G. C. Schley, Proprietor.

Here is a business enterprise that lives up to its name. It has been operated under the present management about three years and is today recognized as THE SHOE STORE of the Salinas Valley. Mr. Schley knows the shoe business in its every angle. He has had twenty-five years' experience buying and selling shoes, in New York, Chicago, St. Louis and in San Francisco where he was with the big Rosenthal shoe house for some time after coming to this coast.



G. C. Schley.

For five years he operated a shoe store at Paso Robles, closing same out a few months ago to concentrate his energies on the local store and business, which had grown to such proportions as to make it expedient to do so. At the Reliable Shoe Store one finds a large and well selected stock of men's, women's and children's shoes of such world-wide reputation and unquestioned merit as the Utz & Dunn Co., Rochester, N. Y., line of ladies' shoes; the Walker & Whitman, Campello, Mass., line of men's high grade shoes; the United Workingmen's Boot & Shoe Co. line of men's heavy wear; the Red Goose school shoes for boys and girls; the J. F. Budd line of babies' shoes, and so on through the entire stock.

He is a member of the Chamber of Commerce and a live booster for anything that will make for a greater Salinas.

## HOTEL BARDIN

Under New Management Provides Excellent Accommodations.

A recent change in Salinas business circles worthy of mention in this Progress Edition was the acquisition of Hotel Bardin by Mr. Frank Shurtz.

Mr. Shurtz is a hotel man of many years experience, having operated a

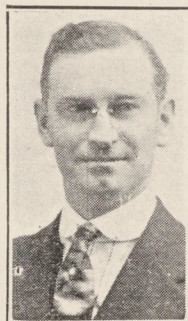
## THE MEN'S TOGGERY.

Tholcke &amp; Wallace, Proprietors.

A progressive and popular Salinas business house operated by a pair of live, enterprising young men, is the Men's Toggery at 160 Main street. Messrs. F. W. Tholcke and W. J. Wallace are both native sons of Salinas. When they established their partnership three years ago each member brought to the firm a wide acquaintance and personal popularity, together with the advantages of long experience in salesmanship in the stores of Salinas. Energetic and ambitious to make their store and service all that high grade goods, clean business methods courteous and accommodating treatment of their patrons, can approximate, Tholcke & Wallace have unqualifiedly made good, placing their store firmly in the confidence, good will and patronage of the public. Their stock embraces everything in men's clothing and furnishings and here one finds such goods as Adler's Collegian clothing, Dutchess trousers, Knox and Castle hats, and other lines of similar merit.



F. W. Tholcke.



W. J. Wallace.

Tholcke & Wallace are members of the Chamber of Commerce and strong boosters for anything that will benefit this city and county.

hotel in Tuolumne for fourteen years. Knowing what it takes to constitute first class hotel service and with every



facility for providing same at the Bardin, Mr. and Mrs. Shurtz have instituted numerous improvements in the service and the hotel is enjoying an expanding patronage, as a glance at the register clearly shows.

Mr. Shurtz expresses himself as being well pleased with Salinas and the way everything has started off, and is here to stay.

The Bardin contains 67 rooms, many with private baths, and all of the modern conveniences, such as steam heating, electric lighting, hot and cold water, etc., are found here.

## MOREBECK'S,

Salinas' Popular Stationery and Book Store.

Mr. H. L. Morebeck acquired his present business at 224 Main street about a year ago (succeeding John Archer) and by the injection of progressive ideas and trade winning policies has placed Morebeck's in the leading position among the businesses of its kind in the Salinas Valley.

An unusually large and comprehensive stock of high grade stationery, books, school and office supplies of all kinds, picture post cards, etc., is carried at Morebeck's.

Mr. Morebeck, in talking with The Journal representative recently, expressed himself as being highly pleased with the results of his first year of business in Salinas.

His efforts to make his store and service all that could be desired, are bearing good fruit in a steadily expanding patronage, and it is his policy to keep full pace with the demands of his trade, and the growth of the city, by expanding his facilities as the occasion arises.

A former railroad man, Mr. Morebeck was attracted to Salinas a year ago by the excellent business opportunities here. He is a son-in-law of Mrs. J. P. Swending of a pioneer Salinas family, and in his comparatively brief residence here has made for himself many personal and business friends.



H. L. Morebeck.

Mr. and Mrs. Shurtz are untiring in their efforts to make the service all that a first class hotel should be, both for the commercial and transient trade, and for those who make the hotel their permanent home.

The Hotel Bardin is operated on the American plan and the same degree of careful attention is given to maintaining a high standard of excellence in the dining room service and cuisine.

SALINAS  
UNDERTAKING  
PARLORS

H. W. COLLINS, Manager

Graduate Pacific College of Embalming

Undertaking—Embalming

Auto Hearse. Lady Assistant. Night and day Telephone Connections.

MASONIC TEMPLE

## ED. J. HARDY

OPTOMETRIST

—AND—

Manufacturing Optician

8 West Gabilan St.,

SALINAS CALIFORNIA









A Ranch House Nestling Among the Live Oaks.

## LAND PRICES REASONABLE

### ABUNDANT OPPORTUNITY IN MONTEREY COUNTY TO BUY LAND WORTH THE MONEY ASKED FOR IT.

Monterey County lands are cheap, considering the many natural advantages of the whole county. This county also has probably the widest range of prices.

It must be realized by prospective purchasers that an available water supply must be certain. This supply may be from the subterranean channels that drain off the higher elevations, or it may come from rivers and ditches; in any event the development of water must be considered along with the fertility of the soil before an investment is made.

The highest priced land is situated in the Pajaro Valley, where the most highly improved orchards are to be found.

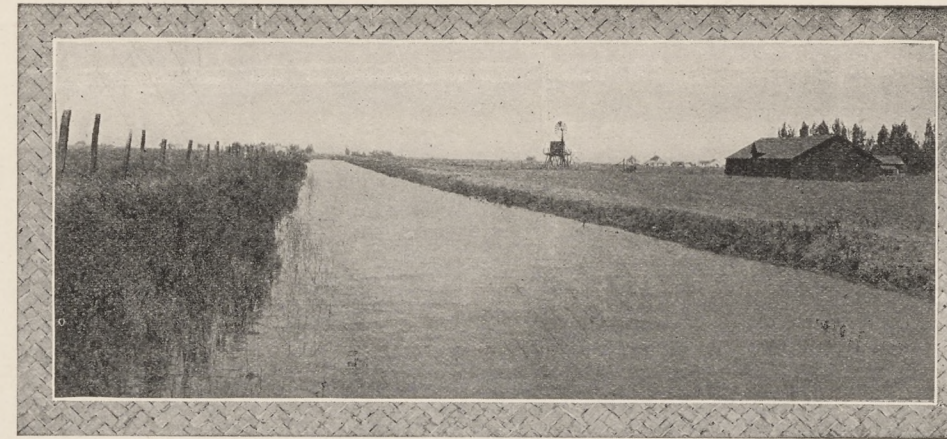
The lower prices of land are to be found in the southern end of the Salinas Valley, especially on the west side. In the vicinity of Salinas, on the northeast side, good land brings \$60 to \$100 an acre, unimproved. The bottom land is held at a higher figure.

Mesa land near King City will bring from \$10 up, with \$75 being obtained in small tracts. Grazing land hereabouts may be purchased for

\$2,50 to \$15 an acre. In the vicinity of San Ardo, hill grazing land sells at \$5 and \$10 an acre, while first-class bottom land is to be had at \$50 and \$100 an acre.

The settler will find numerous opportunities in the smaller valleys of the county. In Jolon Valley one may purchase good land without water at \$10, while the highest prices are \$40 and \$50. In some of the valleys in the lower section of the county the minimum prices are even lower than those quoted.

It must be realized by the practical farmer or ambitious settler that the cheapest is not always the best, and that care must be exercised in the selection of lands. However, the residents of Monterey County gladly will assist intending settlers to obtain the places which they want, for none is more enthusiastic as to the future of the county than those already there and enjoying the bounties of the county's soil and climate.



An Irrigation Canal in the Salinas Valley.



Dairying is Profitable. One Million Pounds of Butter are Produced Annually in Monterey County.

(Sunset Photo)

## IDEAL DAIRYING CONDITIONS

Monterey County has ideal conditions for dairying, and the returns per cow average in the neighborhood of \$8, a month, and in some instances the score has been considerably higher.

There are many natural advantages. In the first place there is always ample green feed, and it is possible here, as elsewhere in California, to handle a herd for sixty per cent. of the expense incurred in the East, where hard winters are the rule and feeding is expensive. It is not necessary to erect expensive buildings for the herds, as the cows are out of doors practically the whole year round. Since alfalfa has become one of the principal crops of all sections using irrigation, the results obtained have been marvelous.

The Salinas Valley is rapidly becoming recognized as one of the leading dairy regions of the West. New sections are being devoted to

this industry each succeeding season. At the extreme southern end of the valley, in the vicinity of San Ardo, dairying has taken hold, and hundreds of cows are now being milked. In the smaller valleys, notably Carmel and the inland sections, dairying has come into vogue, and in the Pajaro Valley itself it has made considerable headway, and along the Coast, in the Sur country, there is much of it going on.

Monterey County already has forty-five creameries within its borders, and there is an evaporated milk plant.

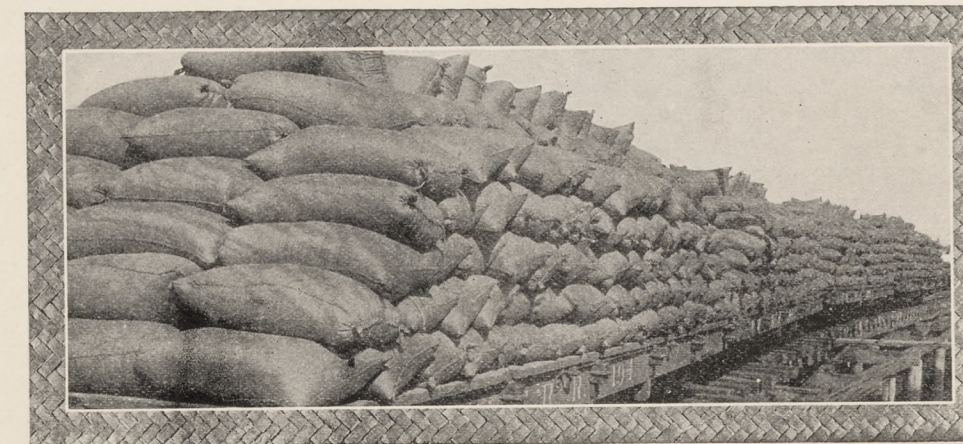
The appended figures give an idea of the extent of this industry:

	Production	Value
Butter (pounds) .....	950,000	\$285,000
Cheese (pounds) .....	3,750,000	581,250
Condensed Milk (cases) .....	202,500	607,500
		<hr/> \$1,473,750

Other interesting data are contained in the records of the State Board of Agriculture's report, which shows that from 1900 to 1911 Monterey County produced 7,359,431 pounds of butter, the average being 613,286 pounds a year. The total cheese production for the same period is placed at 10,697,368 pounds, the yearly average being 891,447 pounds. The highest annual output was 1,505,465 pounds. The average output of cheese for the entire State is about 5,729,000 pounds.



Our Barley is Sought Eagerly by Buyers of the World.



A Train Load of Wheat Ready to be put Aboard a Vessel.



## Salinas Daily Journal

JOURNAL PUBLISHING CO.

 PAUL PARKER .....Editor  
 FAY J. McCOLLUM .....Manager

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## PROGRESS EDITION

DECEMBER 4, 1915

COMPILED BY W. H. DIXON.

## THE JOURNAL'S HISTORY

One of the first newspapers established in Monterey County was the Monterey Democrat, which was later removed to Salinas and became the Salinas Democrat, and still later was merged into the Daily and Weekly Journal. The Democrat was founded in 1867 by D. S. Gregory & Co., with Rasey Bivan as editor. Some time later J. W. Lee became editor and proprietor and he removed it to Salinas in 1874, just prior to the removal of the County Seat from Monterey to this city. He conducted the paper until 1885 or 1886, when Thomas Harris and D. W. Lee became the owners. Harris later formed a partnership with M. J. Smeltzer and in 1889 the Salinas Daily Journal was launched by Harris & Smeltzer, who also merged the Democrat with the Journal, making it the weekly edition of the Journal and dropping the former name, Democrat.

After several years Harris sold his interest to Smeltzer, who operated the paper until the time of his death in 1907. Then H. C. Lauritzen became the nominal publisher, running the paper on behalf of the Smeltzer estate for some time, until he and C. Hedges took over the paper in 1908. In 1909 Hedges became the sole owner, continuing as such until August 19th, 1915, when the present owners acquired it.

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## HOTEL JEFFERY

AN OLD ESTABLISHED FAMILY HOTEL WITH A LARGE

### LOCAL AND TRANSIENT PATRONAGE

The first day of January 1888 witnessed the completion of the Hotel Jeffery and its opening to the public, and with the exception of several periods during which the hotel was leased to others, it has been operated under the personal supervision of the owner—Mrs. Jeffery-Connelly from the opening day to the present time.

Mrs. Connelly's hotel experience in Salinas dates back to 1876, she having operated a hotel known as the Central for twelve years prior to the erection of the present Jeffery Hotel.

The Hotel Jeffery is a three story brick structure on a prominent corner containing 54 guest rooms, moderately equipped, with spacious dining room, lobby, parlors, etc.

It caters largely to the family and semi-transient trade, and has a big patronage from the prominent ranchmen from all over the county, who when business calls them to Salinas

for a day or a week are almost sure to be found stopping at the Jeffery.

The Hotel Jeffery also has a strong hold on the local business public and many Salinas people make their permanent homes there. The Jeffery has a record with one of its boarders that the writer has not seen equalled anywhere else. A prominent Salinas business man has boarded there continuously from the day the house was opened to the present time, which means that on January 1st, 1916 this gentleman will have rounded out his twenty-eighth year as a guest of the house.

Tourists, and especially family touring parties who want to remain in town for a day or week and look over the country find the Hotel Jeffery an agreeable and satisfactory place to stop, a place where the accommodations and service are good and the prices are reasonable.

### WAHRlich-CORNETT COMPANY.

A Pioneer in the Salinas Valley Merchandising Field.

Salinas can well congratulate herself upon the character and extent of her mercantile enterprises. Alive, go-ahead, intelligent mercantile industry in the past has added to Salinas wealth and commercial importance, and exerted a controlling influence in making this city a trading center for the people of the great Salinas Valley.

One of Salinas oldest established business houses, an enterprise that has for the past forty years or more, been prominently identified with the growth, advancement, achievement of the city and county, is the Wahrlich-Cornett Company, dealers in Groceries, Hardware, Implements, etc.

When this firm was established Salinas was but a fraction of its present size, in fact was but little more than a straggling country town, and as Salinas and Monterey County have grown and prospered, so has the Wahrlich-Cornett Company grown, keeping full pace with the advancement of the community, expanding its stock and facilities, improving its service, widening the scope of its usefulness and influence upon the commercial and industrial life of the territory which it so efficiently serves. Today the company carries one of the largest, most complete and comprehensive stocks to be found in the Salinas Valley, occupying a prominent corner in the heart of the business district.

The policy of the company has always been one of liberal co-operation in any movement for the advancement of Salinas and the Salinas Valley, and the present manager, Mr. A. C. Dayton, has in the four years of his incumbency continued and strengthened this progressive policy.

### LIVE STOCK

Live stock continues to be one of the largest industries of Monterey County, although it is annually on the wane, and must continue to be since the settler is encroaching upon the ranges and demanding more and more land for farms.

In earlier days, of course, vast tracts were roamed by cattle and sheep. There is considerable range land to be had for \$5 and \$15 an acre, but to a very large extent, within a few years, beef cattle will be raised in the valleys, for the conditions could not be bettered. The climatic condition enables the cattle to mature earlier than in cold climate, and it is said by stockmen that two-year-olds attain the size and match the weight of three-year-olds in other states. Another attraction to the cattlemen is the beet pulp, which is used for fattening purposes, thousands of head of cattle being fed this by-product of the big sugar mill. Many of these are to be seen at Alisal, near Salinas. The equivalent of 100,000 tons of pulp is fed annually and thus what would otherwise be a waste product is turned into money for the farmer.

The latest available figures on the cattle business show that there are 32,400 beef cattle valued at \$2,000,000, calves valued at \$500,000 and 12,000 hogs valued at \$120,000 in the county.

Other interesting statistics will be found in the appended table:

	Number	Value
Standard-bred Horses	3,600	\$360,000
Common	11,200	560,000
Colts	3,500	105,000
Jacks and Jennies	30	16,500
Mules	600	66,000
Sheep	30,000	90,000
Lambs	10,000	20,000
Angora Goats	1,800	7,200
Common Goats	650	1,625



## WRIGHT ALSOP WELL DRILLER

**Has Enviably Reputation for Reliable and Dependable Work**

There is a rapidly growing appreciation of the value of irrigation in Monterey County and it is particularly appropriate to call attention in this magazine number to a business enterprise that has been for a quarter of a century closely identified with the development of water, both for domestic and irrigation purposes.

We refer to Mr. Wright Alsop of Salinas, expert well driller and water developer. Mr. Alsop's father before him was a well driller and from his boyhood to the present time Wright Alsop has followed the business continuously, a matter of about thirty years active experience, twenty-five years of which he has been in the business for himself, and has built up a most enviable reputation for reliable and dependable work, with many hundreds of satisfied customers all over Monterey County.

Although Mr. Alsop has kept comfortably busy all these years the expansion of the irrigation idea in the past few years has brought him a largely increased business, and he estimates that he has put down more wells in the past four years than in the preceding twelve or fourteen years.

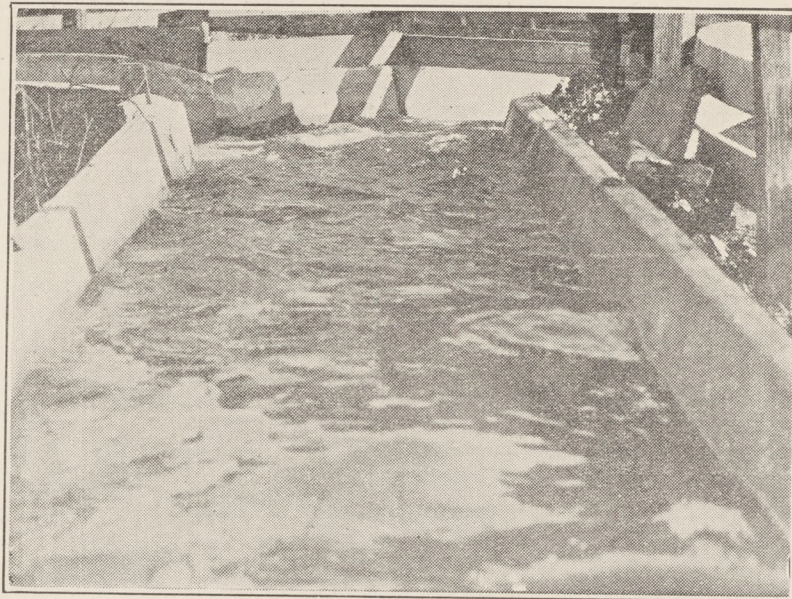
He now has two drilling rigs, one operated by gasoline engine power, together with all the necessary facilities for prompt, economical and efficient despatch of the work, and he has drilled in the neighborhood of 750 wells for domestic and irrigating purposes in this county.

The depth of these wells varies considerably in different parts of the county, but water conditions are very favorable in most all the valley lands. The usual size is a 12 inch well, the depth from 100 to 250 feet, the wells delivering under the pump from 1000 to 1700 gallons of water per minute, though even a greater volume is sometimes developed. For instance Mr. Alsop drilled a well over near Castroville that pumped over 2000 gallons a minute.

A popular plan with ranchers who have considerable acreage to irrigate is to drill a number of wells, from two to four, about thirty feet apart, and connect all of them to one pumping plant, thus securing a flow of 2000 to 4000 gallons per minute, an ample supply for 100 to 250 acres of alfalfa. One of the larger drilling contracts Mr. Alsop has handled for one individual was putting down seven wells on the Mat Williams dairy ranch near Gonzales three years ago.

Pumping simultaneously from all the wells a flow of 10,000 gallons of water per minute was had, which is "some water."

Mr. Alsop knows the well drilling game in all its angles from a lifetime



3000 Gallons of Water a Minute From a Battery of Three Wells Drilled by Wright Alsop on the Chapman Foster Ranch. (Trout Photo)

of experience and careful study and his hundreds of perfectly satisfied customers all over Monterey County

are the best possible evidence of his superior ability, equipment and service.

## RODEO BRINGS MUCH PUBLICITY

Probably no feature of community activities and enterprise has brought to Salinas as much publicity as its annual Rodeo. Three very successful Rodeos have been held and it was postponed this year only at the urgent request of the Exposition officials.

Officers of the California Rodeo Co., state that the 1916 rodeo will be held at the usual time, and will be bigger and better than ever.

The Rodeo at Salinas is in effect a perpetuation of the old time range round-ups, or rodeos. The California Rodeo Company is a corporation whose stockholders are all Monterey County stockmen and it is not the purpose of the organization to make money, the officers, directors and stockholders being well satisfied if they can break

even. The rodeo is usually held the last week in July or the first week in August and attracts talent from pretty well all over the West. Hundreds of the best roughriders, vaqueros, bronco-busters and cowpunchers assemble to take part and compete for the valuable prizes offered.

Last year between \$13,000.00 and \$14,000.00 was distributed by the Rodeo Company in prizes and the prize list this year will be still larger.

The officers and directors of the California Rodeo Company, all of whom are Monterey County men, are Arthur Hebborn, President; Julius Trescony, 1st Vice-President; John Bryan, 2nd Vice-President; A. J. Zabala, Secretary; C. Z. Hebert, Treasurer; S. N. Matthews, Ed. Bordieu, H. Redmond and Henry Lynch.



"Ride 'Em—Cowboy"



## IRRIGATION HAS DONE WONDERS

FOR MONTEREY COUNTY AGRICULTURE, AND THE FUTURE IS BRIGHT WITH PROMISE  
FOR CONTINUED ACTIVITY IN THAT RESPECT

"While heretofore," writes Samuel Fortier, Chief of Irrigation Investigation of the United States Department of Agriculture, "irrigation has followed the line of the most evident return, in the future it will follow the available water supply."

In other words, farmers in communities blessed with a supply of water, whether derived from rivers, streams or from wells, in the future will avail themselves of this water for purposes of irrigation. It is found that fruit trees bear better when irrigated at certain times of the season. Irrigation is an absolute necessity to alfalfa. In fact, irrigation follows naturally the subdivision of large tracts of land, for the successful farmer employs every inch of ground in the development of his home.

Monterey County offers ideal conditions for the irrigationist, for the depth to surface water comparatively is shallow, averaging from ten to forty feet. In wide areas the maximum area is nearly twenty feet, but elsewhere occasionally the depth is greater.

The land is easily drained, and the soil is of such character that there is little waste of water, the cost of irrigating running between \$1.50 and \$2.50 an acre, the higher figure being occasioned by the greater lift required.

Throughout Monterey County electricity is becoming available for the operation of pumping plants, and this motor power is superseding the use of oil and other power. There are many examples of success achieved under irrigation after seasons of discouragement under old methods.

Mat. Williams, near Gonzales, has a

100-horsepower electric pump working on a cluster of seven wells, drilled to a depth of 100 feet, with a lift of eighteen feet. This pumping outfit supplies all the water this farmer requires for 400 acres, and he is enabled to sell some to an irrigating company. Mr. Williams has some of the finest dairy cows in all the valley, and his profits have been handsome. Formerly he farmed on a larger scale, but his profits never approached his receipts of today.

O. H. Willoughby of King City irrigates 300 acres from a cluster of twelve wells, drilled to a depth of thirty-five feet, from which a sixty-four horsepower engine throws 5,000 gallons a minute through two ten-inch pipes. The cost of operating this plant for a twelve or fourteen-hour day is \$10 to \$15. This same farmer expended \$500 on a single five-inch pump, with a twelve-horsepower gas engine, pumping from the San Lorenzo River. The pump throws 800 gallons a minute, and waters twenty-five acres of alfalfa.

As elsewhere in California, the season of 1913 was comparatively dry, but wherever there was a pumping plant in the Salinas Valley there was ample water, and there was no failure of irrigated crops.

There are many canal systems in operation. The Salinas Canal, drawing the water from the Salinas River, extends nine miles, and serves 3,500 acres south of King City. San Lorenzo Creek is the source of supply for a canal serving 800 acres. In addition there are three canals which tap the Arroyo Seco, watering 300, 2,000 and 4,000 acres. The largest of these is

near Greenfield. The Gonzales canal system waters 2,700 acres.

The Greenfield system is declared to be the cheapest irrigation project in California. The canal system is owned by the farmers, and the total cost to water users is less than \$1 an acre a year.

There are scores of dams in use throughout the county, the flow from smaller streams being impounded and carried by means of ditches to the fields to be irrigated.

An authority on irrigation says:

"What is most needed in this State and what we should most highly prize is an influx of industrious settlers, each possessing sufficient means to enable him to make a fair start along the line of irrigated agriculture. The opportunities open to this class are exceptionally good. All of the natural advantages essential to the success of the irrigated farm are to be found in the great central valleys of California—fertile soil, good climate and an abundant water supply. Yet these natural gifts count for little when not utilized. We need the intelligent brain and the trained hand of thousands of farmers to make the best possible use of these advantages. In much of this work no large amount of capital is required. In this connection it may be a surprise to some to learn that there are about 1,870,000 acres of rich valley land now included in California irrigation projects but not irrigated. The water supply for a much larger area is readily accessible, and both land and water can be united under the most favorable circumstances whenever a sufficient number of citizens join to bring it about.

"This dominant industry of California is in no danger of languishing for a few years to come on account of the lack of irrigation canals and storage reservoirs. The State is now filling up at the rate of about 100,000 persons a year, and there is sufficient unirrigated land under canal systems to provide for this influx of settlers for the next ten years."

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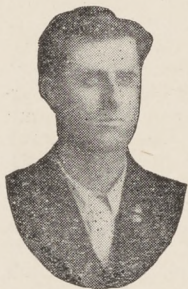


Irrigation Pays Big Dividends on the Investment



## G. A. TAYLOR

Designs Improved Beet Plow That is Popular With Farmers



G. A. Taylor

BEET PLOWS are a necessity and the better they are, the easier they work and can be operated the better work they do, and the greater comfort in running one. As necessity is the mother of invention in other things so has it been in regard to beet plows.

Only a few years ago a farmer was satisfied with a good walking plow, now they are thrown away. Then

came the riding plow with a rear lift only. They were all right then, but when Mr. L. E. Fenton perfected a forward lift, the others were rebuilt or discarded for new ones. There are also other forward lifts similar to that of Mr. Fenton, and when a man wishes to lift his plow from the ground he must raise a heavy set of 6 horse double trees, which makes it real hard work; so most of the time you will find farmers turning at the end of the field with their standards dragging in the ground, which cannot be raised clear of the ground by these devices.

Mr. G. A. Taylor of Taylor & Rieben, Salinas Blacksmiths, has taken advantage of the evolution of this plow and the good ideas of good farmers and now has an improved patent under way, whereby the plow can be raised 3 inches clear of the ground, and the weight of the double trees is thrown on the forward wheels so the

operator can raise his plow very easily.

Mr. Taylor also has a patent under way of his "roller equalizer shift" which allows the draft to be thrown 4 inches out of line of center of plow and can be held there or at any desired position with perfect ease.

This was formerly done by a clevis with a lever attached, which was very hard to operate and could only be held from 1 to 1½ inches out of line. Both of Mr. Taylor's devices have been well tried out and found to be a great improvement.

Mr. Taylor wishes those who anticipate buying plows for next year to take the matter up with him at once. Folders will be prepared soon for mailing to anyone interested and Mr. Taylor can be found at the blacksmith shop of

TAYLOR & RIEBEN  
SALINAS, CAL.

## THE MAGNIFICENT BAY OF MONTEREY

Monterey harbor, almost a hundred miles south of the Golden Gate, lies at the southern tip of the great sweep of the bay of Monterey. To the south and east it is protected by mountains and hills. On the north the winds are broken by the Santa Cruz Mountains. Pigeon Point, on the bay's north end, extends farther to the west than the outermost rock of the Monterey peninsula. The harbor is absolutely free from rocks and shoals, and its entrance is not made dangerous by a sand-bar.

The best harbor in a strip of several hundred miles of coast, according to the government engineers, it has but one defect. Continued storms create an undertow which throws vessels against the piers. To overcome this, a breakwater, estimated to cost \$800,000, is recommended by the Federal engineering corps.

This is the way the Monterey Chamber of Commerce officially states the situation:

"California needs every harbor fac-

ility that it possibly can attain. At Monterey there is located one of the best harbors on the Coast. The United States Board of Engineers on Rivers and Harbors says that a breakwater costing \$800,000 is needed to perfect and make this harbor a most useful adjunct to the transportation of the Pacific Coast. This Board of Engineers has recommended that the Congress of the United States do appropriate \$600,000 toward the said improvement, if the local interests will contribute \$200,000 toward the same."

"Only wharves and not anchorage need protection," explains D. E. Hughes, assistant engineer in the United States corps of engineers, who made the report on this harbor. At the point he designates in his report, Engineer Hughes says a breakwater only 2,000 feet long would amply protect all existing wharves used in shipping. Every addition to this length would protect more wharf sites toward Del Monte. A length of 2,500 feet would be sufficient for the prospective needs of the near future, and it is the basis of estimate in this report.

The Board of Supervisors of Monterey County also has an official word to say of this fine harbor. This governing body says:

"Monterey Bay is one of the largest on the Coast, being over twenty miles in width at the mouth, ten miles inland, and in shape resembling a horse-shoe. The harbor in this bay is unequaled on the Pacific Ocean. The largest battleships of our navy find shelter within 100 feet of the shore; and, during heavy storms, at sea, it is not unusual to see ships of different nations anchored in the calm waters of Monterey Bay. Reports from the most noted navigators credit this bay as the safest, and predict the day is not far off when this will be one of the first ports of the nation."

Monterey is the nearest harbor for a part of California embracing 11,000,000 acres of arable land; the focal points in this area can be brought 40 to 160 miles nearer tidewater by connections with Monterey. North of the Tehachapi and San Luis Obispo passes it is the nearest port to the great oil belt of central California.

The region tributary to Monterey as a seaport is one-fifth of the total area of the State, and, although containing no large cities, has one-tenth of the assessed valuation and about the same proportion of California's population. The territory in the immediate vicinity, including three counties, according to the Monterey Chamber of Commerce, produces approximately 2,250,000 tons of commercial products annually.

"The City of Monterey," writes its Chamber of Commerce, "has now an actual water transportation of over 550,000 tons per annum and a rail shipment from within a radius of seven or eight miles which may be estimated safely at from 150,000 to 200,000 tons per annum."



Monterey Bay at Moss Landing, a Shipping Point Near Mouth of Salinas River



## ACTIVITY IN ROAD BUILDING

MUCH OF WORK BEING HANDLED BY THE GRANITE ROCK COMPANY OF WATSONVILLE, WHOSE MAMMOTH ROCK CRUSHING PLANT IS AT LOGAN

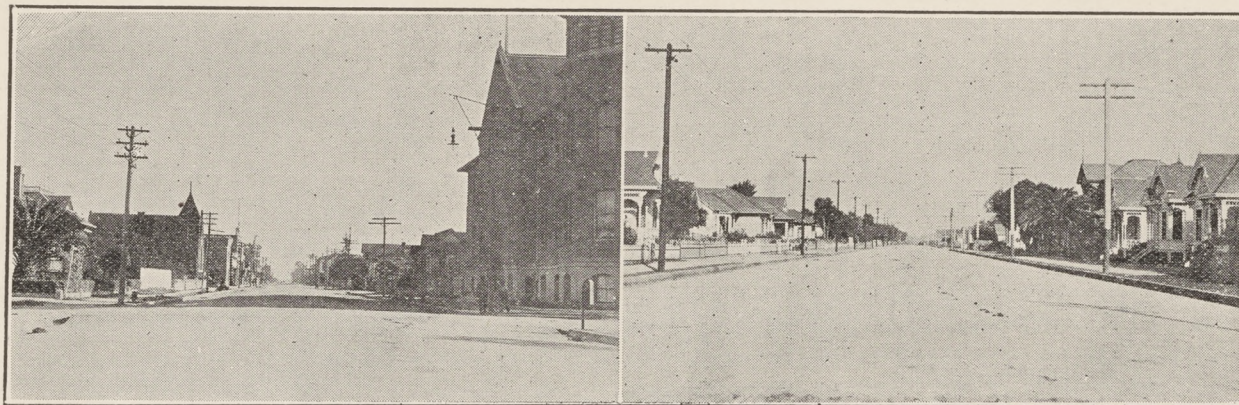
Nothing is more indicative of progress in Salinas and Monterey County than the street and road building activities which have marked their recent history. Good roads and good streets are highly necessary and desirable adjuncts to the growth and development of communities and cities, and Salinas and Monterey County are keeping full step with the forward march of progressive thought and ac-

Alisal street work which was just being finished, immediately changed his mind, looked up Granite Rock company's local manager and signed up for his California street frontage.

And by the time spring opens The Journal opines that there will be a goodly number of property owners on several of our other unimproved streets, men who a year ago would have looked askance upon any such proposal, who will be clamoring vigor-

the company completed a \$12,000.00 contract for the construction of a portion of the Watsonville and San Juan road, this work also being in Monterey County.

Since the Granite Rock company has been so active a factor in the street and road building movement in Salinas and Monterey County and character of its service has been such as to assure the most favorable consideration toward the company by our



Alisal Street looking East  
Both Streets recently improved by Granite Rock Company at cost of \$30,000.00 (Trout Photo)

tion as regards the acquisition of first class thoroughfares.

While there is much work yet to be done before the streets of the city and the roads of the county have reached the degree of excellence which their importance warrants, substantial progress has been made during the season just closed, and all the indications are that next season will witness strongly continued interest and activity in street and road improvements.

During the past summer and fall fifteen blocks of asphaltic oil macadam streets were built in Salinas at a cost to the municipality and abutting property owners of about \$30,000.00. This included thirteen blocks on Alisal street and two on California, the work being done by the Granite Rock Company.

That the money expended for street improvements is one of the best investments the city and property owners could have made is universally conceded.

And it is only fair to say that the character of the work done by the Granite Rock Company on Alisal and California streets, the splendid satisfaction given, will be a tremendous factor in the growth of the paving sentiment in this city.

A couple of months ago the news columns of The Journal carried a story regarding a non-resident owner of property on California street who had protested and refused to sign up for his frontage. Bye and bye this gentleman came to town, looked over the

ously to have their streets improved, thus continuing the paving era and extending the paved area. Co-incident with the improvement of Alisal and California streets, the Granite Rock Company was re-constructing a section of county road extending from the city limits of Salinas to the Hilltown bridge over the Salinas River, about three miles altogether. In effect this contract with Monterey County called for the resurfacing with oil macadam of a road built of water macadam some years ago, and there is not a finer stretch of highway in the state than this. Competent and unbiased authorities claim that it is in every way equal to the best type of construction on the State Highway, at about one half the relative cost. This work cost Monterey County about \$17,000.00, including some \$5000.00 worth of crushed rock which was also furnished by the Granite Rock Company.

The road is holding up splendidly under the heaviest kind of traffic, not the least of which are the scores of immense beet wagons, up to 12 tons capacity, which have been hauling beets to the Spreckels factory over it this fall.

At the present time the Granite Rock Company is building five miles of water macadam road extending from Castroville across Elkhorn Slough ward Watsonville. This contract with the Monterey County Supervisors calls for about \$12,000.00.

Just before starting work on Alisal street, which was about August 1st,

people in future work of this kind, a brief description of the organization itself would be of interest here.

Primarily, the Granite Rock Company, as the name indicates, is engaged in the operation of a rock crushing plant and the supplying of crushed rock for road building and other purposes to a widely extended territory. While the company's road and street building department is a most excellently equipped, efficiently administered and active branch of the business, it represents but a comparatively small part of the company's total business.

The Granite Rock Company was formed about sixteen years ago, taking over a small rock crushing plant, which has been expanded until it is today one of the largest and most modernly equipped institutions of its kind on this coast.

The plant is located at Logan station, on the Southern Pacific Railway, about eight miles from Watsonville Junction, in San Benito County just one mile beyond the Monterey County boundaries.

It has a capacity of 300 tons of crushed rock per hour, or 3000 tons per ten hour day, and employs about 60 men the year round, mostly skilled labor, as practically every operation in getting out the materials is handled by machinery.

Two great steam shovels, three locomotives each hauling its train of twelve to fifteen cars and a multitude of other mechanical facilities are used



in the operation of the plant.

The rock is blasted down from a granite cliff 100 to 200 feet in height, the loose rock then being picked up by steam shovels, loaded into cars and hauled to a big "grizzly" where the undesirable materials are separated from the clean rock. The latter then goes to the crushers and emerges therefrom as the crushed rock of commerce, ranging in size from 2½ inches in diameter to granite dust.

The high efficiency of the plant, is demonstrated by the fact that the company delivers crushed rock of superior quality on board the cars at their station at a cost to the purchaser of 55 cents per ton, which to the novice seems almost incredible, taking into consideration the number of handlings necessary from the granite cliff to the railroad cars. Delivered in Monterey County this rock costs the purchaser from 80 cents to \$1.25 per ton, depending upon the freight rate from Logan to the point where delivered.

The Granite Rock Company's field of business operations extends from San Francisco, Oakland and other Bay Cities on the north to Santa Barbara

on the south. It has supplied most of the crushed rock used in the construction of roads and streets in Santa Cruz, Santa Clara, San Benito and Monterey Counties for years, as well as a large share of the trade around San Francisco Bay.

The general offices and headquarters are at Watsonville. Its President is Hon. Warren R. Porter, former Lieutenant Governor of California and one of this state's foremost financiers and business men, the other officers being A. R. Wilson, Vice-President & General Manager, and C. E. Bloom, Secretary.

Mr. W. J. Wilkinson, an engineer of first calibre ability, is in charge of the company's construction and contract department, having been associated in that capacity for the past nine years.

Mr. Wilkinson's clean, clear-cut business like methods of dealing with the public as well as the splendid satisfaction given by the work done here under his supervision has earned for himself and his company hundreds of friends and well-wishers in Salinas and Monterey County, placing the company in an enviable position in this field, commanding the unanimous respect

and confidence of city, and county officials and the public generally. That the company's standing in its home town is equally good is attested by the fact that it has built every street in Watsonville which is generally recognized as one of the best paved cities of its size in the state.

The methods of road building have undergone vast changes since the Granite Rock Company entered the field sixteen years ago, largely through the instrumentality of that organization.

The advantages of crushed rock in road and street construction were little known in those days, but today its value is widely recognized and it is rapidly superseding other forms of construction.

So while in advancing and promoting the crushed rock industry and the use of its materials in street and road construction the Granite Rock Company has built up a big and highly successful business for itself, it has also contributed largely to the real progress, development and advancement of the communities which it has so efficiently served.

## SALINAS BREWING COMPANY

THIS OLD ESTABLISHED AND POPULAR HOME INDUSTRY HAS HAD A REMARKABLY PROGRESSIVE BUSINESS HISTORY

A big forward step was made by the Salinas Brewery in 1907 when the capital was increased from \$35,000.00 to \$100,000.00 and a large amount of the most modern machinery and equipment installed, thereby increasing the capacity about 300 per cent.

Prior to 1907 the company had confined itself to the brewing of steam beer only, which restricted its field of operations principally to local and nearby points, but with the equipment installed in that year the plant was prepared to make both steam and lager beer of the highest quality.

The immediate result was a broadening of its trade territory, a large increase in its output and in the past eight years the business in every department has made more rapid progress than ever before.

Today the Salinas Brewing Company is shipping its celebrated "Schloss Brau" over a wide territory, extending from San Mateo on the north to Santa

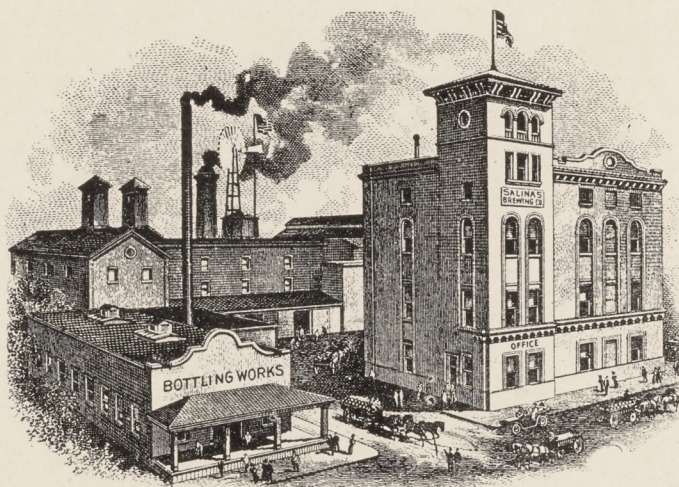
Barbara on the south, and is supplying a large share of the local trade as well.

While the company has been steadily increasing its capacity and output the same degree of care has

ture.

Recent improvements in the plant include the installation of a 40 H. P. electric motor to run the compressor for the ice machine. Steam power has heretofore been used for this purpose, either steam or electric power can be used, thus eliminating the possibility of any interruption in the service. The growth of business in the bottling department has necessitated larger facilities so the company has contracted for one of the largest and most modern types of bottle washing, crowning and filling machines, which will be installed this winter.

The Salinas Brewery has a force of 16 or 17 highly skilled employees and has a capacity of 25,000 barrels annually. About 8000 sacks of barley alone is used each year in the manufacture of its product, besides large quantities of the other ingredients which go to make a first class quality of beer.



been exercised in keeping the quality up to the highest standards.

The choicest of materials are used, and the most modern processes are in vogue, with extremely careful attention given to every detail of manufac-



## GROWTH OF IVERSON BROS. BIG PLANT

Progress being the keynote of this magazine number of The Journal and the development of the sugar beet, grain raising and other agricultural resources and industries being the foundation stone upon which the prosperity and progress of the community rests it is peculiarly appropriate that we should give a prominent position in these columns to an institution that has been for many years closely related to and identified with the development of our agricultural interests.

We refer to the firm of Iverson Bros. whose large and modernly equipped Blacksmith, Machine Shop and Implement Manufacturing plant occupies both the North-East and the North-West corners of East Gabilan and Monterey streets. For nearly a half century the name of Iverson has been prominently identified with the business history of Salinas and Monterey County. It was in 1868, one year after Salinas was founded, that J. B. Iverson established a modest blacksmith shop in the then village of Salinas, and some ten years later his brother, E. P. Iverson, who had been associated with the business from its inception became a partner therein, the firm of Iverson Bros. was formed and has continued under that title throughout all the intervening years.

In addition to building up this business to large proportions the founders of it acquired large landed estates, through-bred horse breeding and other interests throughout Monterey County.

Both the founders of the business have been deceased for several years, but the firm of Iverson Bros., owned by several of the heirs and managed by Mr. John F. Iverson has steadily progressed to a larger and more vital force in the business life of the community.

It is a far cry from the modest little blacksmith shop of 47 years ago to the big plant which bears the name of Iverson Bros. today.

From the operation of a mere blacksmith and repair shop Iverson Bros. branched out into the manufacture of labor saving tools and implements of many kinds which enable the ranchers to do their work more economically, expeditiously and efficiently.

Iverson Bros. machine shop is one of the most modernly equipped plants of its kind between San Francisco and Los Angeles, and there is scarcely an operation in the growing, harvesting and handling of the agricultural products of this valley which has not been facilitated, been made easier and quicker, by some one or more of the Iverson products.

In the development of the sugar beet industry of this section, as well as other parts of California, the firm has been a particularly important factor, the beet plows, cultivators, ring rollers, etc., turned out by them being recognized as of the highest efficiency. The new Iverson riding beet plow with front and rear lifting attachment is a big improvement, and a valuable one for the beet growers.

A general blacksmith, machine and repair business is done, including making and repairing automobile springs, and general auto repairing and overhauling.

And those who buy and use tools or implements from Iverson Bros., or who are patrons of any of the departments of the business, get good, solid, sound value for their money, goods that will stand up under the hardest usage and do all that is claimed for them.

And the good work is still going on, for the head of the firm and his employees and associates are working just as hard today, making just as strong efforts to please their patrons, to devise new and better ways, methods, tools and implements for the farmers use, as were made in the early days when the firm was not so firmly established as it now is, when its service and output was not so well known and the efficiency of same so thoroughly recognized.

It is thus apparent that the big business of Iverson Bros. was not built up in a week, a month or a year, but is the culmination of forty-seven years of clean, clear-cut business like endeavor and earnest effort to make the service in every department all that it should be.

A notable factor in the success of the business has undoubtedly been that only highclass, experienced and expert men are employed in the various departments and being well paid and well treated the employees are loyal to the interests of the firm, several of them having been connected with the firm for many years.

## J. G. ARMSTRONG COMPANY

Individual instances of successful ranching operations are so numerous that The Journal can select for publication in this Progress Edition only a limited number of the larger and more important operations, those which are representative of the highest type of achievement, advancement and progress.

In this category comes the J. G. Armstrong Company, breeders, raisers and feeders of cattle, whose land holdings in the county cover about 14,000 acres.

The Armstrong family has been prominently identified with Monterey County's development for nearly a half century, Mr. J. G. Armstrong settling here in 1868, and starting with 160 acres at Blanco kept adding to his holdings until he became one of the largest landowners in the county.

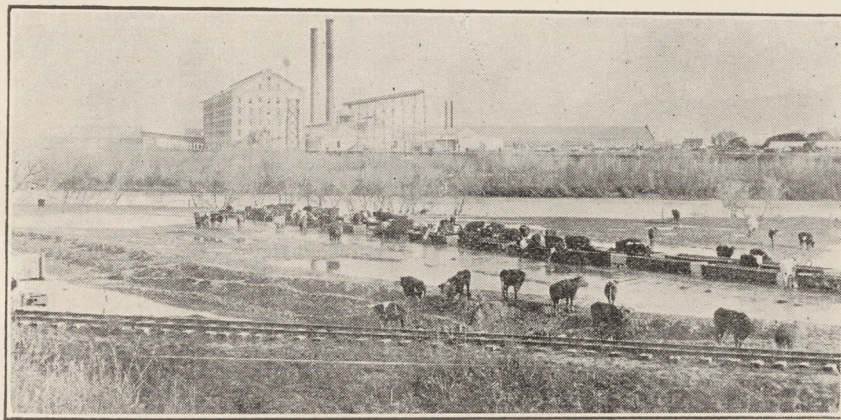
The J. G. Armstrong Company was organized and incorporated to operate the Armstrong interests and for many years Mr. J. A. Armstrong, a son of J. G. Armstrong, has been President and Manager of the company.

The Armstrong Company are the originators of feeding cattle on beet pulp. When they first begun feeding on this by-product of the sugar beet industry, beet pulp was worth only 10 cents a ton. Other feeders have followed the lead of Mr. Armstrong and the value of beet pulp has risen to about 50 cents per ton.

At the present time the Armstrong Company is feeding 500 head of cattle on beet tops, and every season they finish about that number either on beet pulp or tops. In addition to the 14,000 acres owned by the company, it leases approximately 14,000 acres more, and carries a herd of about 2500 head of cattle, principally Herefords and Shorthorns. Some 2000 acres of their lands are in cultivation, being devoted to hay and grain and worked by tenants.

Mr. Armstrong was likewise a pioneer in the application of modern irrigation methods in this county. Seventeen years ago he began installing wells and pumping plants on the company's ranches and has secured excellent results.

He has made a close study of the problems involved in the operation of a big ranching and livestock business, applying distinctly progressive and scientific methods and principles to same, and has developed high efficiency, thus contributing in no small degree to the progress and advancement of the community as a whole.



Armstrong cattle feeding yards opposite Spreckels Sugar Co. (Trout Photo)



## C. N. THORUP

MAYOR OF SALINAS, A LEADING REALTY DEALER, WIDE AWAKE BOOSTER AND SUCCESSFUL MAN OF AFFAIRS

This magazine number of The Journal is devoted to progress; to telling the story of progress, achievement and opportunity in Salinas and Monterey County, along agricultural, commercial, industrial, financial and all other lines. And in such a resume of individual and community advancement and achievement the name of C. N. Thorup, and his progressive record, would naturally be given a prominent position.

Not necessarily because of the fact that Mr. Thorup is Mayor of the City of Salinas. The writer has known Mayor's of cities of whom it might well be said that they were nothing more than political accidents, men of mediocre ability, who through some freak of politics, were elected to the office of Mayor—and being elected was the only worth while thing they ever did.

Happily, this does not occur often, and happily too for Salinas, our present Mayor is not of that type, but if being elected Mayor was the first and only thing that C. N. Thorup had done to bring himself into prominence in this community and to advance the interests of this community, his record could be covered in this issue in a few paragraphs.

For many years before Mr. Thorup became the head of the city government he was recognized as one of Salinas' most successful men of affairs; a veritable dynamo of energy; a leader in commercial and civic matters; a wide awake booster for a greater Salinas and a man who had the courage of his conversation; a man who always was ready to back his convictions with the coin of the realm.

Coming to Salinas twenty one years ago, when he was a mere boy, he associated himself with the Wahrlich-Cornett Company in an humble capacity. Seven years later he became General Manager of the company retaining that position from 1901 to 1911 and building up the business to the splendid position which it now occupies in the mercantile world, and in the confidence, good will and patronage of the Salinas Valley public. Retaining his financial interest in the Company of which he is still a director, Mr. Thorup retired from the active management four years ago and engaged in the real estate business. Armed with a thorough knowledge of

land and agricultural conditions peculiar to this valley, possessing a wide acquaintance and the unquestioning confidence of the public which his clean, clear-cut methods of doing business engendered; quick to see and prompt to seize favorable opportunities for expanding his business, Mr. Thorup has built up the largest realty business in Monterey County.

Hundreds of families have been attracted to the Salinas Valley through the advertising of his firm, have come here, looked over the field, recognized its rich potentialities and possibilities for profit in varied agricultural pursuits, and buying homes have remained to do their share in building up the country.

His methods of attracting investors and homemakers to the Salinas Valley, the fair treatment accorded them after getting them here, the sound, conser-

able information, he will not hurry him into a deal that may or may not be just suited to the customers needs or means, or harass him in any way.

In short Mr. Thorup values a permanently satisfied customer more than the temporary profit from a sale to one who after a thorough investigation of what he has bought, becomes dissatisfied.

For that reason, with all his great listing of lands in large and small tracts, Mr. Thorup won't touch a piece of property that is "off color," that won't bear the most rigid investigation.

Just what such a reputation means in a business way is attested by the fact that he subdivided and sold the Santa Rita Rancho of 1700 acres and the adjoining ranch of 900 acres in the remarkably short period of five months, a record never before attained in Monterey County.

When Thorup offers a piece of property for sale, local people who know him and his methods know that the property is all right and the price is right, else he wouldn't have it on his list.

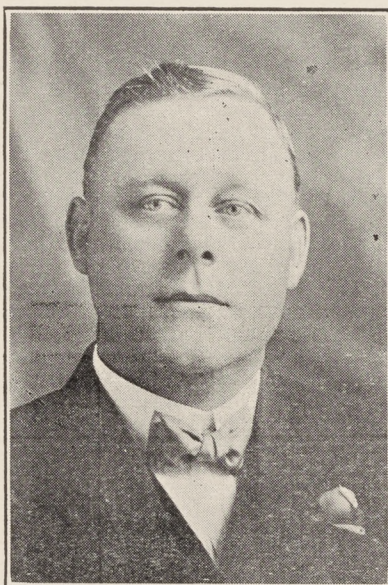
In addition to his realty and insurance business and his property investments, Mr. Thorup is Vice President and Director of the Monterey County Bank, one of the largest financial institutions in the Salinas Valley, with resources aggregating about \$1,500,000.

Being the kind of man he is, that C. N. Thorup will give Salinas a clean, efficient and progressive administration as Mayor of the city, goes without saying.

Though inducted into office only a few short months ago there is already ample evidence that the same degree of first calibre business ability, integrity and broad experience is being brought to bear upon the problems confronting Mayor Thorup as have been so successfully met and vanquished in the past twenty years by C. N. Thorup, the private citizen and business man.

A term in the City Council just prior to his elevation to the Mayor's chair served to convince the citizens of Salinas that as Mayor that man Thorup would be the "right man in the right place," and that he will unqualifiedly make good is a foregone conclusion.

Probably he will also make enemies and make mistakes. No man of action is free from error, and few men of strong convictions and the courage to back them, fail to make some enemies, especially when occupying public offices, but the prediction is made here that even his enemies, if he has or acquires any, will admit privately that "Chris" Thorup stands squarely for what he believes is right in his official relations as well as his private business affairs and that he does not sidestep the responsibility for his actions.



Mayor C. N. THORUP

vative and honest advice given them and every feature of his dealings with customers and prospective customers, is upon lines which make the purchaser a satisfied owner, who makes good in his undertaking.

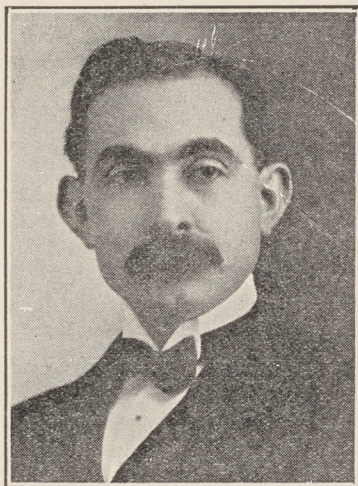
The result is that Mr. Thorup's clients become his firm friends, and when they have friends and relatives come into the country looking for locations they bring them to Thorup knowing that they will be treated right; that while he is always ready to show his properties, to give the customer the benefit of his superior facilities for securing exact and reli-



## SALINAS CHAMBER OF COMMERCE

A LIVE FACTOR IN THE PROGRESS OF THE CITY AS WELL AS THE COUNTY.

The Salinas Chamber of Commerce is the pivotal point around which centers the initiation and execution of plans for the progress of the city and the development of the resources of its tributary country and it has a well



JOHN SOUZA, President  
(Photo by Trout)

earned reputation for "doing things." When the Chamber of Commerce starts something—and it is continually starting something for the good of the town—the job is as good as finished for their is not a quitter in the organization.

Most all the Salinas business men and numerous progressive ranchers of this city are members of and active workers in Salinas' booster body.

While every live "booster" organization is bound to do the community in which it is located a great deal of good, it has always seemed to the writer that much of the energy expended by these organizations is wasted, and the divergence from the usual practice noted in the Salinas institution is distinctly in the nature of an improvement.

Many Chambers of Commerce situated in towns of Salinas size along this Coast devote all their energies to attracting new settlers. The Salinas Chamber of Commerce is operated differently, in that it not only seeks to attract new settlers and new institutions to this city and vicinity, but also takes an active interest in local affairs, in promoting the prosperity, progress and welfare of the community in general and of those who are already residents here.

Apparently the controlling spirits in the organization believe that one of its first duties is to use the men and materials already at hand for building up and improving conditions; that when our own citizens are all working shoulder to shoulder for the advancement and improvement of the town and surrounding country, this will soon become so attractive a spot that you

couldn't keep the new settlers out with a shot gun, and to the writer it seems a remarkably sound policy.

For instance, the Chamber of Commerce has always favored and fought valiantly for good roads and streets and much of the interest now felt in these matters, and the activities toward procuring them, is due to their initiative and encouragement.

There have been many progressive achievements in the past year, brought about in whole or in part, through the instrumentality of this organization a few of which we shall briefly touch upon.

In the first place the membership has been increased from 54 on September 1st, 1914 to about 150 at this time, and is steadily growing, which is some little record of progress itself, and one upon which the officers of the organization (and especially Secretary W. F. Handley whose tenure of office covers that period) are to be congratulated.

Under the auspices of the Chamber of Commerce a number of lectures have been given in this city by experts of the U. S. Dept. of Agriculture and the State Horticulturist on scientific methods of seeding, planting and cultivating potatoes, on fighting the diseases and pests which prey upon that important product, and so on. Potato growers who have been in the game for many years hereabout, after attending these lectures, expressed the conviction that had they had this information years ago it would have saved them many thousands of dollars, and that it would save them and the community many thousands of dollars in future years.

The Chamber of Commerce has also been active in securing the widespread introduction of Sudan grass in this county, a forage crop which on account of the fact that it produces four crops a year, attains great height, in this soil and climate is a very valuable feed crop.

The organization also took an active part in the bean growing contests, raising about \$400.00 of the money for sending the prizewinner on the big trip all over the East with the other boys from different parts of the state. Several other local prizewinners were given a trip to the University of California Farm at Davis.

In transforming the Salinas High School into a Union High School the Chamber of Commerce lent its active co-operation and assistance, a movement which results in saving several thousand dollars to the taxpayers.

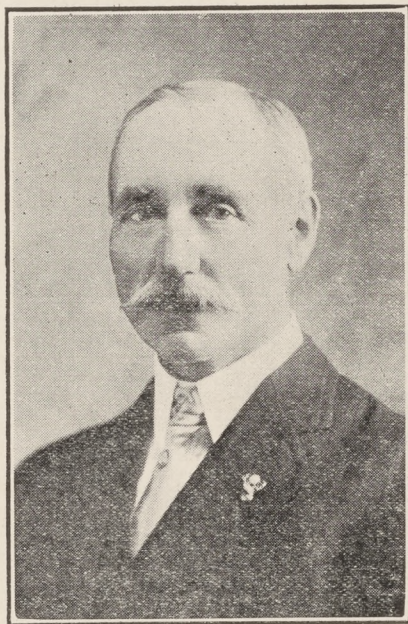
It secured, through the courtesy of the Southern Pacific Company better lighting facilities at the station and grounds of the latter.

It took a leading part in transforming Market street from an eyesore and a bog hole during the rainy season into a passable thoroughfare, using a fund of about \$400, which had been left over from the "Big Week" cele-

bration of last year, for this purpose.

Which reminds us that the city's share in the "California Rodeo and Salinas Big Week" is always handled by a committee, or committees taken from the Chamber of Commerce membership, and all the publicity for last year's celebration was handled, and most efficiently handled, by the way, by Secretary Handley of the Chamber of Commerce.

"Monterey County Day" at the Panama-Pacific Exposition June 12th, was promoted largely by the local Chamber of Commerce and a big special train, loaded to the guards, was run from this city to the Exposition that day. Incidentally, one of the cleverest advertising stunts pulled off during the big fair was the distribution of thousands of boxes of Salinas strawberries throughout the Exposition grounds. Pretty Salinas girls motored around through the crowds in some of those nobby little electric chairs, which had been painted, decorated and made over to represent huge strawberries, and handed out the luscious berries. As an advertising stunt it was distinctly original and made a big hit. And speaking of advertising. One of the most valuable services rendered the local merchants and business men by the Chamber of Commerce is its



W. F. HANDLEY, Secretary  
(Photo by Trout)

activity in the suppression of the thousand and one fake advertising and petty swindling schemes and schemers preying upon the business public in every small city.

There is a Chamber of Commerce Committee whose duty it is to investigate and pass upon propositions of this kind presented by other than locally



established institutions. If the proposition impresses the committee as having real merit the necessary credentials are issued, if not it is "thumbs down," and its promoter might just as well get the next train out of town.

Much of the credit for the record of successful achievements made by the Salinas Chamber of Commerce, is of course, due to the earnest efforts of its officers, but every member of the organization is a "live wire," willing to do his share toward building a GREATER SALINAS.

The full list of officers and members

is published herewith. Aside from an allowance of \$50 per month by the Board of Supervisors, same to be used exclusively for advertising purposes, the organization is supported by the voluntary subscriptions of its members.

Well equipped offices and display rooms are maintained on Main street and the organization welcomes mail inquiries and personal calls from prospective settlers and investors, who will be supplied with accurate and reliable information regarding conditions and opportunities here.

## OFFICERS AND MEMBERS OF SALINAS CHAMBER OF COMMERCE

**Officers.**  
**JOHN SOUZA**  
President  
**A. C. DAYTON,**  
Vice-President  
**C. R. MELANDER,**  
Treasurer  
**W. F. HANDLEY,**  
Secretary.

Anderson & Dougherty  
Peter Andresen  
J. A. Anderson  
Ed. Archer  
Alpine Creamery  
A. W. Anderson  
Aldrich Lumber Co.  
Roy Alexander  
J. K. Alexander  
H. Austin  
H. G. Bell  
John Berges  
Bon Ton Restaurant  
Breschini Bros.  
S. Bullene  
W. Blackie  
Maxwell Browne  
Judge J. A. Bardin  
O. P. Bardin  
Jas. Bardin  
Chas. Bardin  
Henry Bardin  
W. Buswell  
Cornett Bros.  
Dr. J. A. Chappell  
H. Carson  
Christensen & Grant  
H. W. Collins  
J. Connely  
E. Clark  
Coast Val. Gas & Elect.  
H. F. Cozzens  
F. J. Casey  
Davies & Conner  
Wm. Davies  
J. C. Dill  
Daugherty & Lacey  
Duncan & Son  
Dr. T. C. Edwards

Dr. E. D. Eddy  
First National Bank  
Ford & Sanborn Co.  
Farmers Mercantile Co.  
E. W. Griffin  
Geo. Gould  
Mrs. M. S. George  
M. M. Glickbarg  
Dr. E. J. Hardy  
Thos. Hughes  
F. N. Hitchcock  
Hughes Bros.  
N. A. Holaday  
C. Z. Hebert  
W. C. Hill  
J. W. Hitchcock  
M. S. Hopps  
F. M. Hight  
Mark Hanna  
L. Hertz  
Iverson Bros.  
W. Jeffery  
T. P. Joy  
J. J. Kelly  
L. E. Kilkenny  
O. Kusserow  
F. Kattner  
Mrs. A. Krough  
G. Lapierre  
R. D. Logan  
W. J. Larkin  
Geo. Lacey  
C. B. Lott  
Dr. C. H. Lemon  
Monterey County Bank  
V. Massera  
Monterey Co. Abstract Co.  
E. McKinnon  
D. F. McKinnon  
H. V. Muller  
J. P. Mitchell  
Chas. McFadden  
H. L. Morebeck  
Earl McHarry  
J. Miller  
W. J. Nesbitt  
Dr. J. P. Nichols  
W. E. Norris  
J. P. Olsen

Ortalda & Molinera  
Dr. C. B. Outhier  
J. H. Phillips  
Porter & Irvine  
Dr. Garth Parker  
Pac. Coast Tel & Tel Co.  
Phegley & McDougall  
Alex Robertson  
E. F. Rossi  
Geo. Rowling  
Paul Romie  
C. B. Rosendale  
J. H. Robinson  
P. W. Soto  
J. Souza  
Salinas Meat Co.  
C. Shaw  
Salinas Steam Laundry  
Salinas Daily Journal  
Spreckels Sugar Co.  
Salinas Brewery  
Salinas Ice Co.  
Salinas Valley Sav. Bank  
Salinas Creamery  
C. C. Schley  
C. Sieghold  
Salinas City Bank  
Salinas Electric Works  
Swending & Jansen  
Geo. Schultzberg  
Sperry Flour Co.  
A. T. Sandbo  
Southern Pacific Railroad  
H. B. Tubbs  
Tholcke & Wallace  
Cleon Tynan  
C. N. Thorup  
H. G. Trout  
Arnold Thomsen  
Clarence Tynan  
W. M. Vanderhurst  
E. A. Winkle  
Wahrlich Cornett Co.  
Weybret Lee Co.  
David Wallace  
Wallace Dept. Store  
A. G. Winckler  
Geo. Weichring  
George White

## ANDERSON & DOUGHERTY

The Leading Plumbing Firm of the  
Salinas Valley

Perhaps there is no line of business which the average householder knows as little about, is as little capable of judging the quality of the work while it is being installed, as the plumbing trade, hence about the only insurance against disappointment is to patronize a plumber who has a long established reputation for able, honest and satisfactory work to maintain; who has ample mechanical facilities, employs none but first class workmen and personally supervises and stands squarely back of every job.

Anderson & Daugherty have established a well merited reputation for that type of service.

Both Mr. J. N. Anderson, and Mr. E. Dougherty are practical plumbers and sheet metal men, and both give their undivided attention to the business.

And they have made theirs the leading business of its kind in Salinas largely as a result of that close personal supervision and attention to every detail.

The firm also carries a comprehensive stock, of plumbing supplies stoves, ranges, tinware, kitchen utensils, etc., in the well equipped store which is maintained by them at 225 Main street, their shop being located at the rear of the same.

Here also is found the famous De Laval Cream Separator for which Anderson & Dougherty are exclusive agents, together with a full line of dairy supplies. The De Laval enjoys world-wide popularity with dairymen, so much so that there are more than 1,750,000 of them in use, which exceeds all other makes combined, and they are equally popular in this territory. The Alpha Gas Engine and Viking Rotary Pump, both made and guaranteed by the De Laval Company are also represented here by Anderson & Dougherty.

Both engine and pump have been proven to possess high efficiency and are giving splendid satisfaction to local users. As Anderson & Dougherty are also dealers in well casings and general well supplies it is apparent that they are in position to give the ranchers, dairymen, etc., a particularly complete and adequate service.

Primarily, however, they operate a plumbing and sheet metal works. That is their main line; receives their special attention and has been built up to its present position in the community on the solid foundation of giving value received in materials, in workmanship and in service.

Messrs. Anderson and Dougherty are equally as progressive and prominent in their support of worthy public measures for the advancement of the community as in their private business affairs. Mr. Anderson is a City Councilman, chosen as the representative of his ward at the last election without opposition and in the brief period of his service in that capacity has justified the confidence reposed in him by his friends and neighbors.

A Limited Number of Copies of This Progress Edition  
of THE DAILY JOURNAL May be Obtained at This  
Office.



## MONTEREY COUNTY PRODUCTS WIDELY DIVERSIFIED

Monterey County, California is thoroughly up to date and progressive.

It has long maintained the free county high school system and the free county library system.

It has one of the best harbors on the Pacific Coast, which soon will become one of the leading ports upon the expansion of shipping through the Panama Canal.

In topography a veritable miniature of California, Monterey County possesses the beauties of landscape and the balminess of climate enjoyed by the most favored spots in the world.

It presents most alluring attractions to the tourist, to the homeseeker, the capitalist and the manufacturer.

It is an unusual county in a State far-famed for its glories and its grandeur. It has mountains, valleys and seashore, each rivaling the other for health, for happiness and for homes.

Monterey County is situated about 100 miles south of San Francisco and 300 miles north of Los Angeles, on the Pacific Ocean. It is 124 miles long and 45 miles wide. The county is divided into three sections—the mountains and hills on the east, the mountains and hills on the west, and the Salinas Valley situated between these ranges of mountains.

The great Salinas Valley opens out on Monterey Bay and extends southward 100 miles, with an average width of ten miles, its area being about 1,000 square miles, or 640,000 acres. The Salinas River flows through its entire length, and the land may be divided into three classes: First, the heavy, rich bottom lands, which produce almost everything, the soil being sediment and black adobe which often contains just enough sand to make it work easily; second, the mesa or tablelands, especially adapted to growing wheat, barley, and other cereals; third, the uplands and slightly rolling hills, some of which are the finest fruit lands in California and will produce peaches,

apricots, almonds, walnuts, figs, apples, plums, pears, berries and all other fruits common to California. Nearly all semitropical fruits do well in some part of this county, especially in the thermal belt along each side of the Salinas valley.

In the southern portions barley excels, and prunes, apricots, cherries and almonds grow to perfection in the foothills, canyons and small valleys, and figs do well in sheltered places.

Currents, gooseberries, blackberries, loganberries and raspberries grow luxuriantly. Strawberries are in market all year round. Grapes grow to perfection anywhere in the county, except in the heavy bottom lands of the lower Salinas Valley.

The Salinas Valley excels the world in potato raising, this being the home of the Salinas Burbank.

Dairying is one of the leading industries, some of the finest dairies in the State being in this county, and the output of butter and cheese cannot be excelled.

And from the resort standpoint Monterey County is in a class by itself. The famous old city of Monterey, modern and strictly up-to-date in all things save its history, rich in romance, is the principal city of the peninsula. Here it was that Father Junipero Serra landed in 1770 and established California's first northern mission, and one hears the names Sloat, Larkin, Sherman and other history-makers of that early romantic period marking the passing of control of this empire from one country to another spoken in connection with these stirring events. Here were the first capital, the first custom house the first theater—in fact, here was the beginning of things in California in the dimming past.

Adjoining Monterey, almost near enough to be a portion of it, is Pacific Grove, a city of contentment, boasting the finest school system, the best local government, ideal climate, matchless scenery, and all attractions that go to make a home city and a resort city.

Then there is Hotel Del Monte, known wherever travelers congregate, with its verdant acres, dotted with hundreds of varieties of plant life, its great golf course, its polo grounds, its

walks and drives and all accommodations that make for the comfort and pleasure of visitors.

Carmel-by-the-Sea, a city of dreamy peace, Villa Del Monte, Seaside—yes, a score of ideally situated resorts—are situated within a radius of a few miles, each enjoying the sun and the shadows, and the scintillating sea in the distance.

### THE FARMS OF MONTEREY COUNTY

The principal farming is done in the Salinas Valley, grains and cereals being grown on an extensive scale. Monterey County still remains one of the principal grain producers of the State, barley being first in quantity, wheat second and oats third. Nearly all of the barley grown here is sold to Eastern brewers, who demanded the very highest grade of grain. King City is one of the leading shippers, 1,500 tons of wheat being sent out annually and 6,000 tons of barley.

In recent years more and more acreage is being devoted to alfalfa and naturally there is not so much planted to grain, although about 127,000 acres are planted to barley, yielding 2,320,416 bushels, valued at \$1,002,419. Wheat has an acreage of 24,640, producing 266,666 bushels, valued at \$239,999, and the acreage sown to oats is given at 3,000 acres, the product of which is valued at \$50,300.

The yield of grains per acre varies as the methods followed differ. Dry-farming is still the vogue, and, naturally, when the rainfall is not normal the output is lessened.

In sections where irrigation has been followed the output of alfalfa has been everything that could be desired or expected. With the opening up of alfalfa fields dairying is being pursued with increased profit, and the great valley is rapidly developing into one of the principal dairying sections of California.

There are approximately 40,000 acres under irrigation in Salinas Valley, while the total irrigable area embraces fully 150,000 acres. So it will be seen that there is great opportunity for the settler to profit by the situation in Monterey County.



Hauling Grain to Market With Traction Engine



## FARMERS MERCANTILE COMPANY

A PARTICULARLY ACTIVE FACTOR IN PROMOTING THE INTERESTS OF FARMERS OF THE SALINAS VALLEY

The present year marks the tenth anniversary of the founding of the Farmers Mercantile Company of Salinas, a business enterprise, which, from a modest beginning has grown to the point where their business is second only to one firm in the entire Salinas Valley.

The Farmers Mercantile Company is what its name indicates. It is owned, controlled, and managed by farmers, and supported by the trade of farmers. The company was organized in 1905 by a joint stock company of farmers for their mutual benefit and protection.

Today there are 92 stockholders in the company, mostly residents of Salinas and vicinity, and as the stock pays regular annual dividends it is eagerly sought after.

The company operates two stores on Main Street, one in the Elks Building and the other in the Foresters' building.

Their big grocery and hardware business occupies the entire ground floor of the Elks Building and the company carries one of the largest stocks of high grade groceries, shelf and heavy hardware, etc., to be found in the Salinas Valley in this store.

Adjoining this store the company maintains for the convenience of their patrons a large tie yard equipped with hitching racks, and accommodating 110 teams.

It is an interesting sight on Saturday afternoons to see this tie yard with its every inch of space occupied by farmers teams.

In the Foresters Building, of which a photo is shown on this page, is located the company's mammoth Implement department, one of the show places of Monterey County and doing by far the

largest implement business of any concern between San Francisco and Los Angeles.

Their list of agencies includes goods of such worldwide reputation for serviceability, dependability, durability and unchallenged merit as Studebaker Wagons, Westinghouse Motors, Jackson Pumps, Holt Caterpillar Engines, Benicia Hancock Disc Plows, Sharpless and Simplex Cream Separators, Thomas Grain Drills, Fullers Paints, Samson Tractors, Canton Clipper (P. O.) plows, Litchfield Manure Spreaders, etc.

No Monterey County mercantile establishment has contributed to the advancement, progress and prosperity of the community to a more marked degree than the Farmers' Mercantile Company, for, after all agriculture is the foundation stone upon which the growth and advancement of the community rests, and this concern has been a particularly active and potent factor in promoting the interests of the agriculturists.

And by that we don't mean the 92 fortunate individuals who own stock in the enterprise altogether, but the hundreds of other patrons of the company as well. Large buying power which enables the company to get the lowest figures in making their purchases, clean business methods, square dealing, courteous and accommodating treatment toward their patrons, and the disposition to give their customers the greatest possible benefit of their superior facilities, are some of the features which distinguish this concern's dealings and which account for its splendid growth.

The officers and directors of the company, all prominent farmers in this valley, are Chapman Foster, President; E. McKinnon, Vice-President; H. Bardin, Treasurer; O. P. Bardin, Secretary; J. H. Riley, Manuel

Fontes and J. S. Boronda. C. R. Melander is the General Manager, a position whose manifold duties he has most acceptably filled for the past six or seven years, during which period the company has made its most noteworthy forward strides.

### FRED C. CARLSON

Has Many Well Built Business and Other Structures to His Credit

Immutable evidence of the substantial progress of Salinas in the past decade is found in the many fine buildings of every kind which have been erected, both in its business and residence districts. Few cities of similar size can boast of a more modern and attractive class of buildings, public, private and business structures than Salinas, and many fine homes adorn the ranches of this district.

Naturally the building contractor has been a potent factor in bringing about this condition and we take occasion to call attention in this Progress Edition of The Journal to a building contractor who in his business career of many years in Salinas has unqualifiedly made good, having to his credit a large number of well and honestly built structures throughout the city and surrounding country—Mr. Fred C. Carlson.

Mr. Carlson's success is due in part to the fact that he possesses not only an unusual degree of originality in designing but cleverness in putting his ideas into execution, but probably the greatest factor in his success is the well merited reputation he has established for honest and thoroughly dependable work.

To have first class ability and knowledge of building construction is necessary, of course, but the prospective builder should also be interested in knowing whether the contractor whom he selects always DOES as well as he KNOWS. That Mr. Carlson does this in every instance, is evidenced by the fact that he is always busy. Even in these quiet times he manages to keep comfortably busy and according to these in closest touch with building conditions, such as the lumber and material men, Mr. Carlson ranks as one of Salinas' most active and popular builders.

Among the handsome structures erected by him in the past few years are: Foresters' Hall, Leader Bakery, two Lacey Garages, John Storm residence, Blanco, etc. Just now he is building a fine \$4500.00 residence for Fred Russell on the Castroville road.



Foresters Bldg. Erected by Cont'r Fred C. Carlson. Occupied by Farmers Mercantile Company. (Trout Photo)



## TOWNS OF MONTEREY COUNTY

BESIDES SALINAS. THE COUNTY SEAT, THERE ARE MANY OTHER PROGRESSIVE CITIES AND TOWNS IN THE COUNTY

### CITY OF MONTEREY

In Monterey was the beginning of things in California, and there yet lingers the romance of the days of old, the days "before the gringo came." In 1602 came Vizcaino, who named the beautiful bay in honor of Gaspar de Zuniga, Count of Monterey and Viceroy of Mexico. In 1770 Junipero Serra landed to colonize Monterey, and in the Presidio is to be seen the monument erected in his memory by the late Mrs. Jane L. Stanford. And, near the Catholic Church will be found the Junipero Oak, under which the first mass was said in California.

There are innumerable interesting points in Monterey that are cherished in this bustling twentieth century. There are the residences of General Alvarado and General Castro, and the Pacific Hotel, built in 1834; the first adobe erected has crumbled long since, but the first frame building still stands and also the first brick building built in this State. And there is the rose that General W. T. Sherman, then a lieutenant, planted in honor of his sweetheart, Senorita Bonifacio.

In 1822 California fell into the hands of the Mexicans, and the first Custom House was erected in 1824, over which Commodore Sloat raised the American flag in 1846. The old Washington Hotel, built in 1832, had been the haunt of famous men, the house occupied by beloved Robert Louis Stevenson during his stay in Monterey, in 1879, stands near by. The ruins of a convent built in 1797 may still be traced, and the old theatre in which Jenny Lind sang is a relic of the days before the "rush to the gold fields." There is the home of Thomas O. Larkin, United States consul, whose letter to

Washington inspired the interest of the United States in the land of gold.

Following the war with Mexico California became territory of the United States, and under the Stars and Stripes Monterey long held its political eminence. On September 1, 1849, the first Constitutional convention was held in Colton Hall and the foundation laid for the admission of California to the Union.

Monterey was discovered before the landing at Plymouth Rock, and, a century later, it was the scene of Junipero Serra's activities. Monterey knew Fremont, and here came all the sterling characters of the period when men set forth to conquer continents.

On every side there are evidences of those dreamy days. But one must have historical data stored up or seek some one who has the time, knowledge, and inclination to entertain, for the Monterey of today is decidedly modern, and men have little time for the tales of the fireside on a winter's night.

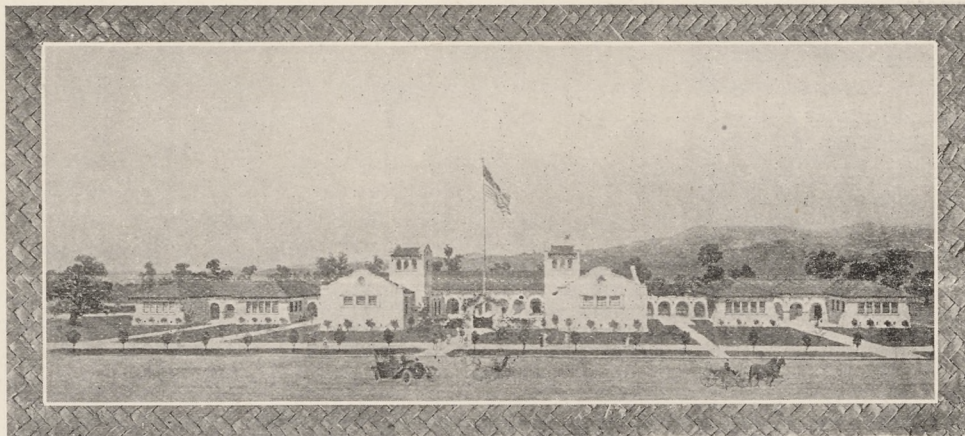
Modern Monterey is a city of 5,000 inhabitants, and within walking dis-

tance of its legal limits are nearly as many more. The city has a recognized commercial importance, and its well paved streets are lined with prosperous stores and roomy office buildings.

Much of the output of California's oil fields, carried by pipe line, is shipped from Monterey.

The Presidio is one of the most important military posts in the country. It was a Spanish garrison before the Mexicans took over the territory and government. Prior to the Spanish-American war there was little activity at Monterey Presidio, but since then it has been kept on a ten-company basis, and not infrequently army transports have docked at Monterey to discharge or take on troops destined for duty either there or at the Philippine posts. The total population of the Presidio, military and civilian, approximates 1,500.

Besides the trolley system, gas and electric service and other similar assets, the city has expended recently \$50,000 in street improvement and a like amount for a splendid new High School building.



One of Monterey County's High Schools. Situated at Monterey (Sunset Photo)

### PACIFIC GROVE

Pacific Grove has a permanent population of 3,500 and some of the most beautiful and artistic homes on the peninsula are located here. It is set on the rocky cliffs of the outer peninsula but is well sheltered by the woods that gave it its name.

This is one of the two places on the Pacific Coast where glass-bottom boats are used to give a glimpse of the wonderful life beneath the surface. These marine gardens are noted for their beauty, the clear waters along the coast giving a perfect view of



Pacific Grove, a Festive City. Many Conventions Meet Here. (Sunset Photo)



the greatest of all aquariums.

One of the hotels, the Pacific Grove Hotel, is run in conjunction with De Monte, under the same management. Besides there are scores of cottages to be had for the season, and the Del Mar Hotel.

One of the notable features is the Lantern Festival in July of each year, when land and water are lighted.

On Lovers' Point there is a large bath-house, besides a beach. This is not the only attraction.

The flora and fauna of the Monterey peninsula and bay in their natural condition and also as exhibited in the Pacific Grove museum, are very extensive, present an ever increasing attraction to scientists, and are favorably known to those of Europe as well as those of North America.

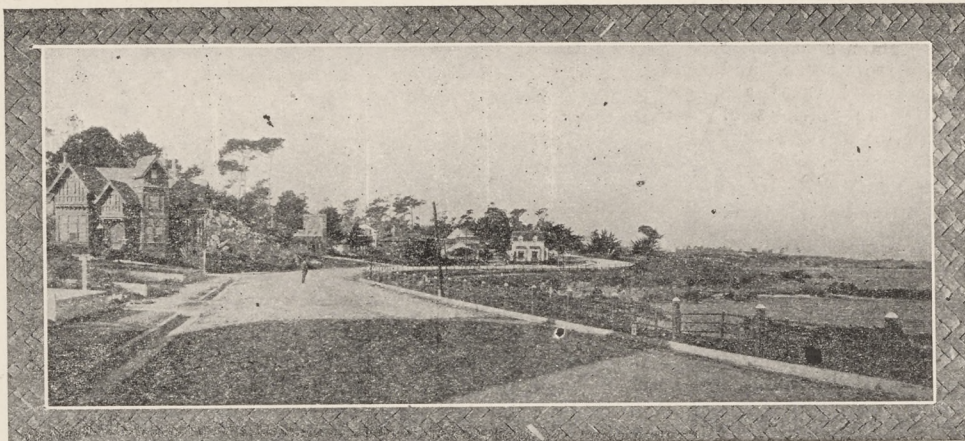
With such natural and acquired advantages there have grown up public schools of which its citizens feel justly proud. Recently a parent inquiring at the office of the State Superintendent of Education as to the most desirable place at which to educate his son was advised to go to Pacific Grove, which he promptly did.

In 1911 the High School was provided with a separate building at a cost of \$40,000, exclusive of equipment and some four acres of ground.

#### CARMEL-BY-THE-SEA

Carmel-by-the-Sea is in the angle formed by two ranges of hills, one running in a generally easterly and westerly direction, forming the backbone of the Monterey peninsula, and the other at right angles to it, forming the natural barrier between the Carmel Bay and the Carmel River territories. In this angle has grown a forest of pines, not insignificant stripplings, but substantial forest trees. Immediately back of the town, along Carmel River, is a valley thirty miles long, of rich alluvial soil. The width varies from one-half mile to two miles.

Over sixty per cent of the residents



There are Numerous Stately Homes on the Shores of Monterey Bay.

of the town are devoting their lives to work connected with the aesthetic arts, as broadly defined. College professors, artists, writers, poets, and professional men find the surroundings conducive to their best work. The Arts and Crafts Club, the Free Library, the Town Hall, the Gentlemen's Social Club, the Ceramic Club all show an unusual public interest in worthy purposes.

#### EAST MONTEREY, THE NEW DISTRICT

East Monterey comprises all that beautiful residential section of the Monterey Peninsula lying east of Monterey City and embraces the many subdivisions designated as follows: Del Monte Hotel, with its world-famous gardens, bathing pavilion and golf links; Villa Del Monte; Del Monte Grove; Seaside; Vista Del Rey; Vista Del Mar; the Hot Springs; Del Monte Heights; Del Rey Colony tract.

This section has several miles of water frontage on the Bay of Monterey and embraces many thousands of acres of rich black sandy loam in which fruits, flowers, vegetables and tobacco grow luxuriantly. Rolling hills, covered with acre upon acre of pine and live-oak trees, afford the most beautiful residential sites to be found on the shores of Monterey Bay.

Throughout this section there is an abundance of pure soft water to be

obtained by pumping from an inexhaustible subterranean supply.

Land may be obtained in tracts from the size of a town lot to any number of acres desired, at very moderate prices.

A modern electric street-car system connects this entire section with Monterey and Pacific Grove. The Southern Pacific railway traverses the district and at Seaside maintains a station where all trains stop. Here there is also a postoffice, with several daily mails, stores, schools, churches, social and civic clubs.

#### KING CITY

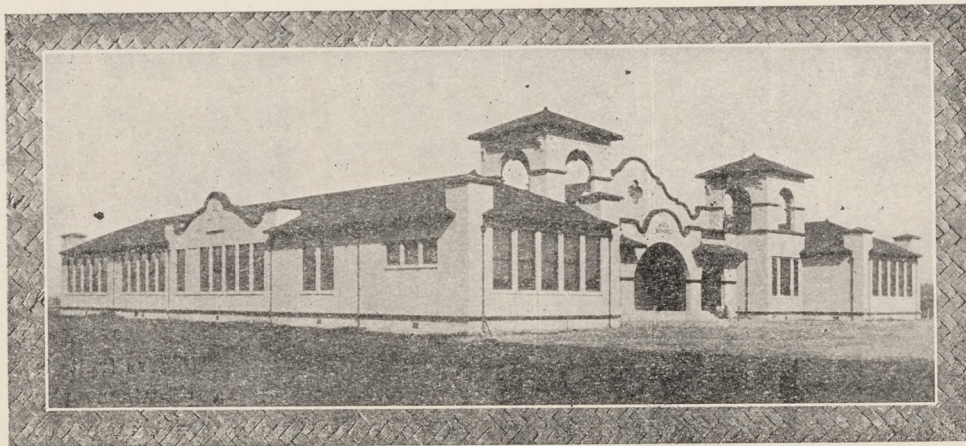
The first impression one gets of King City is most favorable. Here are broad streets lined with substantial buildings, and a spirit of progress pervades the little town, which has more than doubled its population with three years.

It would be hard to find a little city with better natural advantages than King City. The country around it is rich and the territory is extensive. The city has not been slow to recognize the advantages it possesses, and there are electric lights, a good water system, good hotels, stores, shops, and excellent schools and churches. The latest addition to the city is a \$20,000 grammar school and a \$35,000 high school, each of which is a credit to the district.

The coast branch of the new \$18,000,000 California State highway runs through the heart of King City, its fine broad Main Street being part of the route north and south.

#### SAN LUCAS

San Lucas, having a population of nearly 500, is the center of a large area devoted mostly to the raising of grain and general farming. One of the richest tributary districts is embraced in the Trecony Grant, on which are many tenants. Peachtree Jolon, Long and White Horse valleys and the



One of the Finest High Schools in California is the King City School. (Sunset Photo)



Freeman Flat are included in San Lucas territory. Large shipments of cattle are made from here, and San Lucas horses are known in the markets of California.

#### SAN ARDO

Stock raising and grain growing are the principal occupations of the residents surrounding San Ardo, which has a town population of 500. This is the distributing point for a rich portion of the Salinas Valley and for the Poncho Rico and Pine valleys and Sargent's Canyon. A large steel and concrete bridge here spans the Salinas River, affording communication with a section long neglected. Dairying is on the increase in this section, and gives promise of great future development.

#### BRADLEY

At the head of the Salinas Valley is Bradley, which has a population of 500. Hames and Indian Valley are tributary. The San Antonio River joins the Salinas River at this place. Bradley is 196 miles south of San Francisco. Much grain is grown in the country surrounding Bradley.

#### MOSS LANDING

Moss Landing, situated on Monterey Bay, where the Salinas River and Elkhorn Slough empty into it, is important as a shipping point. The Pacific Coast Steamship Company has a wharf here and vessels belonging to that concern make regular calls at this port. The South Coast Steamship Company's boats also put in here for cargoes. A considerable tonnage is handled at this port.

#### DEL MONTE JUNCTION (CASTROVILLE.)

Del Monte Junction is the new name given to Castroville. Here the trains of the main line of the Southern Pacific meet the branch line trains going



In the Vicinity of Gonzales, Dairymen Maintain a High Standard of Cows

to Monterey peninsula. It is two miles from Moss Landing, and the population is nearly 900. Dairying is well developed here, as is horticulture. The vegetable production of the region is large, potatoes being an item of importance.

#### WATSONVILLE JUNCTION (PAJARO)

Pajaro has been renamed Watsonville Junction, and rapidly is becoming a lively little city. As its new name implies, it is an important railroad point, the Southern Pacific maintaining its headquarters for this division here. It is in the heart of the great apple country and naturally is an important shipping center.

#### SPRECKELS

Spreckels, where is situated the largest beet-sugar factory in the world, made up largely of employes of the Spreckels Sugar Company. One of the boasts of Spreckels is the excellent fire-protection system it has. It is declared to be superior to that of many towns of much greater size. Spreckels is four miles from Salinas.

#### JOLON

The principal town of the Jolon Valley is the town of that name, with a population of 250. In the valley are

Lockwood, which is near the center of the valley, and Pleyto. Here there is a vast territory of rich undeveloped acreage, obtainable at very low prices.

#### CHUALAR

Chualar has 150 inhabitants, and dairying is interesting the farmers to a considerable degree. This section has been devoted largely to grain, but it has been found that nearly all crops will yield handsome returns.

#### GONZALES

Gonzales is the county's largest dairying town. Throughout this section alfalfa is grown and more than 7,000 cows are now milked there and the supply sold to the Alpine Evaporated Cream Company, which maintains a large plant there. This old town is growing, and substantial buildings are being erected. There is an excellent bank, and the section has good highways.

#### SOLEDAD

Soledad, with 400 population, is thriving, dairying and sugar-beet raising bringing the farmers handsome returns. There is an excellent country around Soledad, and of late irrigation has become well advanced. The Spreckels Sugar Company operates two ranches near Soledad with a total acreage of 6,200 acres.

#### GREENFIELD

Greenfield, situated between Soledad and King City, is prospering, alfalfa fields keeping the entire section green. There are large seed farms here shipping principally onion radish and cabbage seed. Of late years fruit is taking a prominent place in the development of the section.

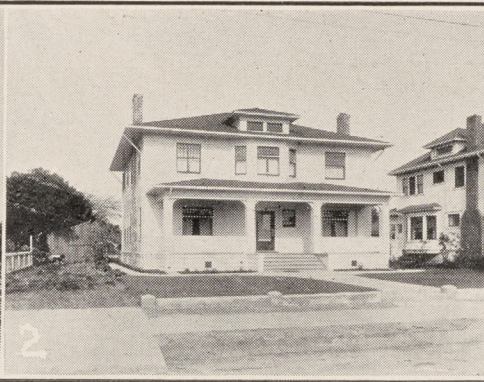


Sacking Grain on a Combined Harvester Near Parkfield, in the Jolon Valley





H. B. Burns



Dr. Garth Parker



Mrs. Robt. Fairley, (Trout Photos)

## BUILDING PROGRESS OF SALINAS

AS SHOWN BY OPERATIONS OF J. J. BEVANS, ONE OF THE LEADING CONTRACTORS AND BUILDERS OF SALINAS CITY

The building contractor has been, perforce, an important factor in the movement which has wrought so marked an improvement in the char-

acter of our architecture, and without passing out any unearned "boquets," but merely giving credit where credit is due, it may be said that to the knowledge and skill of Mr. J. J. Bevans, Salinas' leading contractor, is due a large measure of credit for

the many novel, tasteful and artistic features found in the new homes of this city. Mr. Bevans has been engaged in the building business here for many years and has specialized on the construction of residences. He has built about sixty handsome and artistic homes in Salinas, most of which were also designed by him, and here is the list of the owners:

Sisters Home, C. N. Thorup, A. G. Metz, E. Daugherty, Carl Warhlich, O. H. Bullene, three, J. J. Boysen, C. J. Whisman, Chas. Andresen, Andy Hughes, W. H. Pyburn, Mrs. Demaral, Chas. Graves, Ed. W. Palmtag, S. F. Geill, Mattia (Parker) Fernell, James Skidmore, Frank B. Porter, Dr. Garth Parker, Mrs. R. Fairley, Earl Keef, N. A. Holaday, John Daugherty, A. L. McCandless, Jennie Bacon, W. J. Hill, Walter Blakie, Ed. Haney, J. F. Hiserman, Jack Rowan, Mrs. J. J. Boysen, Mrs. T. Burk, B. T. K. Preston, Jan Tynan, Dr. J. A. Beck, Jesse B. Iverson, P. Steigelman, Mrs. M. S. George, P. E. Zabala, B. McCaffery, Roy L. Alexander, Ed. Watson, Frank McCaffery three, George Butler, Donald Davies, D. A. Madeira, Thomas Ryan, Mrs. G. D. Mullis, H. B. Burns, H. K. McLannan, Joe Gilroy, Mrs. L. H. Garrigus, J. P. Swending, E. P. Alexander and M. Souza.

"Nothing succeeds like success" is an old axiom and Mr. Bevans' successful record of building achievements tells its own story of clean, clear cut, business like methods; of first calibre ability, integrity of the highest order

and of full and complete satisfaction to his customers, hence these points require no particular embellishment here, as it may be safely assumed that

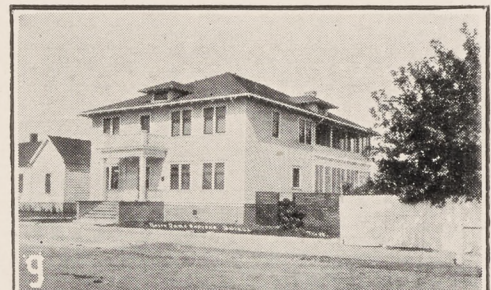


(4.) C. N. Thorup

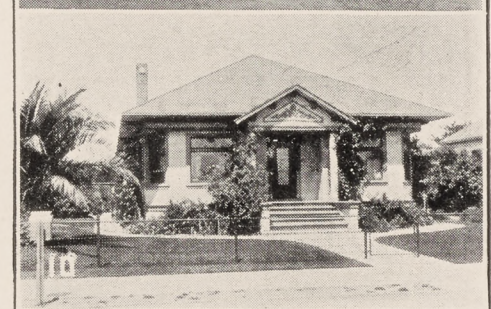


(5.) A. L. McCandless

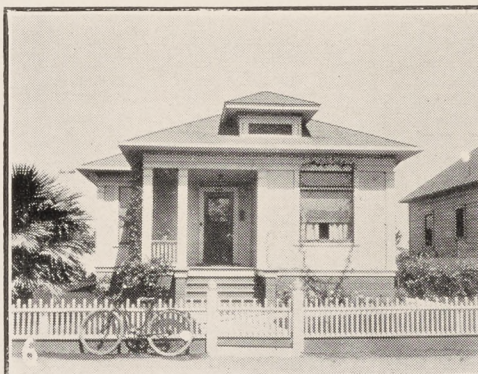
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(9.) Sisters Home  
(10.) W. J. Hill



if he did not "deliver the goods" and live up fairly and square'y to the letter and spirit of his contract in each and every instance, no such record as the one briefly outlined above could have been made.



P. Steigelman



Mrs. G. D. Mullis



J. B. Iverson

(Trout Photos)



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